DOCUMENT RESUME

ED 404 273 SO 027 488

AUTHOR Peters, Monnie; Cherbo, Joni Maya
TITLE Americans Personal Participation in the Arts: 1992. A Monograph Describing the Data from the Survey of Public Participation in the Arts.
INSTITUTION National Endowment for the Arts, Washington, D.C.
PUB DATE 96
NOTE 92p.
PUB TYPE Statistical Data (110) -- Reports - Research/Technical (143)

EDRS PRICE MF01/PC04 Plus Postage.
DESCRIPTORS Art Activities; Art Appreciation; Attitudes; Audience Analysis; Audience Participation; Continuing Education; Dance; *Fine Arts; Music Activities; Music Appreciation; Social Science Research; Surveys; Theater Arts
IDENTIFIERS *Arts Participation; *Survey of Public Participation in the Arts

ABSTRACT

This monograph examines the extent to which the U.S. adult population was involved in personal art participation in 1992, compares it to participation in 1982, and profiles personal arts participants. The National Endowment for the Arts attempted to determine the scope of adult public participation in the arts through the Surveys of Public Participation in the Arts (SPPA) of 1982, 1985, and 1992. Conducted by the U.S. Bureau of the Census and originally focused on participation and attendance of events related to opera, ballet, classical music, art museums, musicals/operetta, and plays, the later surveys included a look at other forms such as weaving, photography, sculpting, and attendance at art/crafts events and movies. The document is organized into 4 sections. Section 1 looks at the number and proportions of individuals involved in various types of hands-on activities through creation or performance of art. The extent of hands-on arts participation is compared with other dimensions of art participation, including arts attendance, arts media involvement, and taking art classes. Section 2 profiles personal arts participants as a group according to demographic backgrounds and involvement, participation, or preference for various activities. Section 3 looks at each group of participants according to the specific art form. Section 4 summarizes the patterns and highlights the findings on personal art activities. The Appendix provides additional data tables and 1982 and 1992 survey questionnaire information regarding methodology and measuring sampling. (MM)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED 404 273

AMERICANS PERSONAL PARTICIPATION

IN THE ARTS: 1992

A Monograph Describing the Data From
The Survey of Public Participation in the Arts

Monnie Peters and Joni Maya Cherbo

PERMISSION TO REPRODUCE AND DISSEMINATE THIS MATERIAL HAS BEEN GRANTED BY

Thomas Bradshaw

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

X This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

SO 027 488

National Endowment for the Arts
1100 Pennsylvania Avenue, N.W.
Washington, D.C. 20506

BEST COPY AVAILABLE

AMERICANS PERSONAL PARTICIPATION IN THE ARTS: 1992

A MONOGRAPH DESCRIBING THE DATA FROM
THE SURVEY OF PUBLIC PARTICIPATION IN THE ARTS

MONNIE PETERS AND JONI MAYA CHERBO

INTRODUCTION

American arts are an activity and an industry that commands a large portion of the American adult population. Determining the scope of public participation in the arts has been the focus of research done over the years by The National Endowment for the Arts in the Surveys of Public Participation in the Arts (SPPA), 1982, 1985, and 1992. These surveys were conducted by the U.S. Bureau of the Census to measure the extent of participation in the arts in the U.S. adult population.

The fine arts such as opera, ballet, classical music, arts museums, musicals/operetta and plays were the primary focus, and attendance at such events the measure of public arts participation. Over time the concept of arts participation evolved and became more sophisticated. What constituted the arts was gradually extended to include art forms such as weaving, photography, sculpting and so on. Attendance at other types of arts events, such as going to arts/crafts shows or to the movies, was included. As well, other dimensions of arts participation, in particular listening to and watching the arts on the media, taking arts lessons, and being involved in the arts as a hands-on activity, came to accompany attendance at fine art events as measures of public participation in the arts.

Involvement in hands-on arts activities, meaning the creation and performance of art, was tracked in the 1982 and 1985 SPPA and expanded greatly in the 1992 SPPA. The creation and performance of art was termed Personal Arts Participation (PAP) and by the 1992 survey had two discernible dimensions -- amateur and amateur-professional arts participation. Amateur involvement referred to whether an individual was involved in any capacity in creating or performing art, such as weaving quilts or singing operetta music. Amateur-professional involvement was a sub-group of amateur consisting of those individuals who also publicly displayed or performed an art, such as having one's quilts appear in a gallery or singing operetta before a live audience. This latter group, amateur-professional, included both paid and unpaid artists as it was impossible to separate the two in the data (see Appendix A on assessing the number of arts professionals among amateur-professional arts participants.)

The purpose of this monograph was to examine the extent to which the adult American population was involved in personal arts participation in 1992, compare it to 1982, and to profile personal arts participants.

Section I looks at the number and proportions of individuals involved in various types of hands-on arts activities. The extent of personal arts participation is compared with other dimensions of arts

participation -- arts attendance, arts media involvement and taking art classes. Personal arts involvement is examined as a leisure time activity and compared with other artistic and non artistic leisure activities. Related data on leisure activities is also addressed.

Section II profiles personal arts participants as a group according to their
demographic backgrounds,
involvement in other arts activities -- fine arts, other cultural activities,
participation in arts via the media,
participation in lessons/classes in the arts
leisure time activities and
musical preferences.
PAPs are contrasted on these dimensions with the general population and with attendees of fine arts performances.

While PAPs as a group have a distinctive profile and one that varies from fine arts attendees, they differ considerably depending upon the activity in which they are involved. Those who weave/sew/ do needlepoint do not look like music composers.

Section III looks at each group of personal arts participants by the specific art form. While survey data is limited in providing an in-depth, comprehensive understanding of who is attracted to and pursues specific hands-on arts activities, the initial profiles that emerge provide an interesting starting point for further inquries.

Section IV summarizes the patterns and highlights the findings on personal arts activities.

THE 1982 AND 1992 SPPA SURVEYS: The 1982 survey interviewed 17,254 Americans, 18 years of age and over. Respondents were part of a larger survey which used revolving panels and interviewed respondents every six months over a three year period. The response rate was over 85%. Three quarters of the respondents were interviewed in person; the remainder by telephone. The demographic data were weighted to reflect U.S. population characteristics so that the results could be projected to the total U.S. population.

The 1992 survey interviewed 12,736 Americans, 18 years and older. Respondents were part of a larger survey which used revolving panels of approximately 1000 persons interviewed each month for a year. The response rate was 80%. Three quarters of the interviews were conducted by telephone, one quarter in person. The data were weighted to reflect the U.S. population.

The interviews during the first six months of 1992 averaged about eight minutes and covered two dimensions of participation: attendance at live arts events and participation in the arts via broadcast and recorded media. During the second six month period, the interviews were 7-10 minutes longer and added sections on personal arts participation, lessons and classes taken in the arts, music preferences, desire for more arts participation, and participation in other leisure activities.

Questionnaires for both the 1982 and the 1992 surveys are located in Appendix B.

SECTION I: PERSONAL ARTS PARTICIPATION COMPARED TO OTHER TYPES OF ARTS PARTICIPATION AND OTHER LEISURE ACTIVITIES

Questions regarding personal arts participation differed considerably between the 1982 and 1992 surveys. The 1992 survey inquired about 14 hands-on (amateur) activities and 14 amateur-professional activities; many fewer were asked in 1982. Listed below are those activities[1] both amateur and amateur-professional, that were covered in both surveys:

TABLE 1: Types of Amateur and Amaterur-Professional* Activities in the 1992 and 1982 SPPA Surveys

Type of Activitiy	1982		1992	
	Amateur	Am-Pro*	Amateur	Am-Pro*
Visual Art Activities				
1. Weaving/crocheting/quilting/needlepoint/sewing**	x		x	x
2. Making pottery/ceramics/jewelry/leather/metalwork**	x		x	x
3. Making Photographs/movies/videotapes**	x		x	x
4. Painting/drawing/sculpting/printmaking**	x		x	x
Literary/Composing Activities				
5. Creative writing (stories/poems/plays)**	x		x	x
6. Composing music			x	x
Ownership of Original Art				
7. Owning an original piece of art			x	
8. Purchasing/acquiring art during last year (A subset of owning art)			x	
Performing Arts Activities				
9. Performing jazz music***		x	x	x
10. Playing classical music***		x	x	x
11. Singing opera music***		x	x	x
12. Singing operetta/ musicals***		x	x	x
13. Singing in a chorale/choir/glee club				x
14. Dancing ballet***		x	x	x
15. Dancing of other music (modern/folk/tap dance)			x	x
16. Acting in a play***		x		x
Doing Technical Work (Lights/sets/costumes/promotion) in				
a. Opera/musicals/plays/ballet		x		
b. Jazz/classical music		x		

* amateur professional participation includes a rehearsal, performance or public display component of the activity
** asked exactly the same way in 1982 and 1992
*** asked in a slightly different way, but information basically comparable
'Jazz music' was the only category that used the term perform rather than the more general terms 'play' or 'sing'.

As noted above, the 1982 questionnaire covered only five amateur and eight amateur-professional activities, two of which were dropped in 1992. (Both questionnaires in Appendix B). As such, it is impossible to compare the overall rates of personal arts activity in 1982 and 1992. Comparisons are possible only for individual activities.

Amateur Activities: Involvement in hands-on arts activities is a popular American pastime. In 1992, 57.9% of the adult American population, representing 107.6 million persons, were engaged in one or more hands-on arts activity.

TABLE 2: Amateur Arts Participation in the General Population, 1982 and 1992
(amateur participation has no rehearsal, performance, or public display component)

	1982		1992	
	Rate of Participation	Est.Number (millions)	Rate of Participation	Est.Number (millions)
Overall Personal Arts Participation	* at least	82.0	57.9%	107.60
1. weave/crochet/quilt/do needlepoint/sewing	31.9%	52.499	24.8%	46.088
2. make pottery/ceramics/jewelry leather or metal work	12.3%	20.243	8.4%	15.610
3. make photographs/movies/ video tapes	10.5%	17.280	11.7%	21.743
4. paint/draw/sculpt/ printmaking	9.9%	16.293	9.7%	18.026
5. creative writing (stories poems/plays)	6.5%	10.697	8.6%	15.982
Above 5 Activities Combined	47.0%	77.350	43.5%	80.840
6. compose music	na	na	2.1%	3.903
own original pieces of art**	na	na	22.2%	41.256
7. purchase/acquire art during last year**	na	na	7.2%	13.380
8. perform jazz music	na	na	1.8%	3.345
9. play classical music	na	na	4.3%	7.991
10. sing opera music	na	na	1.2%	2.230
11. sing operetta/musicals	na	na	3.8%	7.062
12. dance ballet	na	na	0.2%	0.372
13. dance other (modern/folk/ tap dance)	na	na	8.1%	15.053

na: not asked in 1982
* giving a percentage would be misleading because so few (5 amateur) activities were asked in 1982
** these categories show the data of the specific questions asked; in this monograph, "art collecting" will be used for the category of purchasing/acquiring art since that is the "active" activity as compared to owning art which is non-active and does not restrict the activity to "last year".

The adult U.S. population increased between 1982 and 1992 from 164.575 to 185.838 million persons. As such, the **actual** number of individuals involved in a given activity often increased even if the percentage stayed the same or even decreased. When looking at percentage differences between 1982 and 1992 throughout this monograph, it should be cautioned that they can reflect something other than meaningful shifts in the number of persons drawn to an arts activity. They may reflect (a) survey bias: for example, the tendency by survey respondents to overstate their activities, the result of few responses to a question (which may produce sampling error), or (c) demographic or general population changes (such as the increased number of non-whites in the population).

TABLE 3-A: Rank Order of Most Popular Amateur Activities in 1992 and 1982

Among all the 13 amateur arts activities in 1992, the top ranked activities were:

1.	weaving/sewing/etc.	24.8%
2.	making photographs/movies/videos	11.7%
3.	painting/sculpture/graphics	9.7%
4.	creative writing	8.6%
5.	pottery/ceramics/leather/metal/jewelry making	8.4%

In 1982 the five activities asked were ranked:

1.	weaving/sewing/etc.	31.9%
2.	pottery/ceramics/leather/metal/jewelry making	12.3%
3.	making photographs/movies/videos	10.5%
4.	painting/sculpture/graphics	9.9%
5.	creative writing	6.5%

The five activities for which there are comparable data in 1982 and 1992 show an overall drop (Table 2) in the percentage of adult participation of 3.5%, however, the increased adult population over those ten years made the actual number of adults involved in these amateur activities rise almost 3.5 million from 77.35 million to 80.84 million.

- Despite the more extensive choices in the 1992 survey, the rank order of amateur arts activities that were included in both surveys remained fairly consistent between 1982 and 1992, with weaving/sewing remaining the most popular amateur activity.
- In 1992, fewer persons were engaged in weaving/sewing (the percentage dropped from 31.9% in 1982 to 24.8%) and in pottery/ceramics/jewelry (12.3% to 8.4%).
- Photography remained about the same as did painting/sculpture/graphics, but the actual number of people participating went up because the general population increase.
- The number of creative writers grew from 6.5% of the adult population to 8.6%, about 6 million people.

TABLE 3-B: Rank Order of Other Amateur Activities in 1992

Continuing with the ranked list of the 14 amateur arts activities in 1992:

6.	dance (excluding ballet).	8.1%
7.	collecting an original piece of art	7.2%
8.	playing classical music	4.3%
9.	singing operetta/musicals	3.8%
10.	composing music	2.1%
11.	performing jazz music	1.8%
12.	singing opera music	1.2%
13.	dancing ballet	0.2%

Looking at the amateur activities represented in the 1992 survey, visual arts are considerably more popular amateur activities than performing arts or writing or composing. (In part this is due to what is included in each "activity". If weaving/quilting/needlepoint/sewing where split into four categories, each of those individual cateogies would be smaller than the combined category. Performing arts in 1992 were not combined.)

Figures A-1and A-2 graphically show percentage of the adult population involved in amateur arts activities, and figures B-1 and B-2 give the number (in millions) of adult persons.

Percentage of Amateur Participation: 1982 and 1992

(all bar charts on this page are the same scale)

Visual and Literary Arts

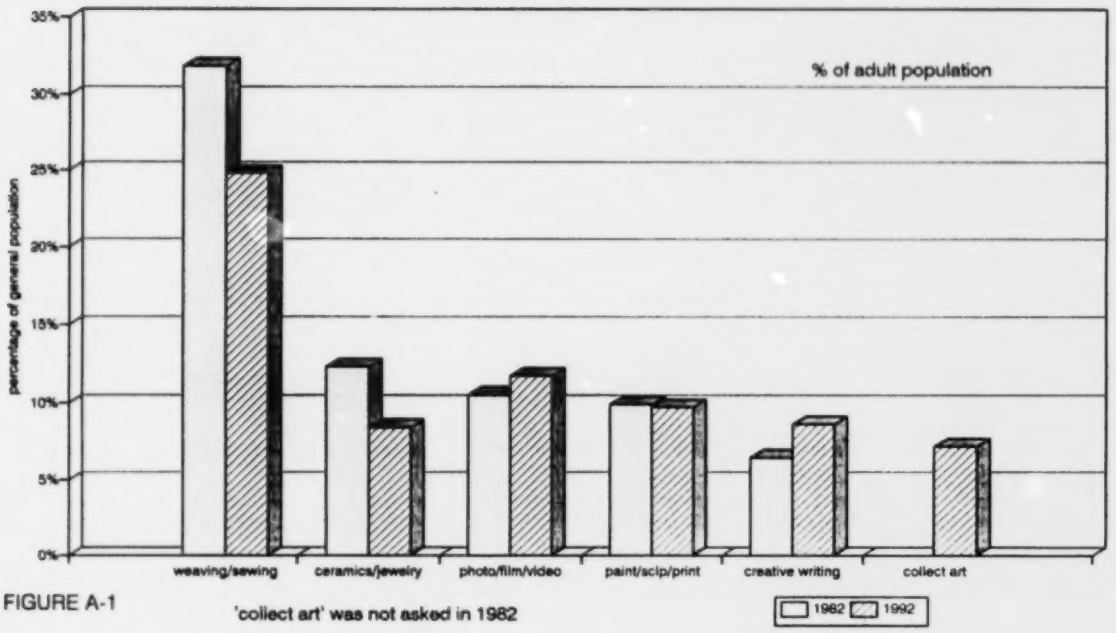

FIGURE A-1

'collect art' was not asked in 1982

Performing Arts and Composing Music

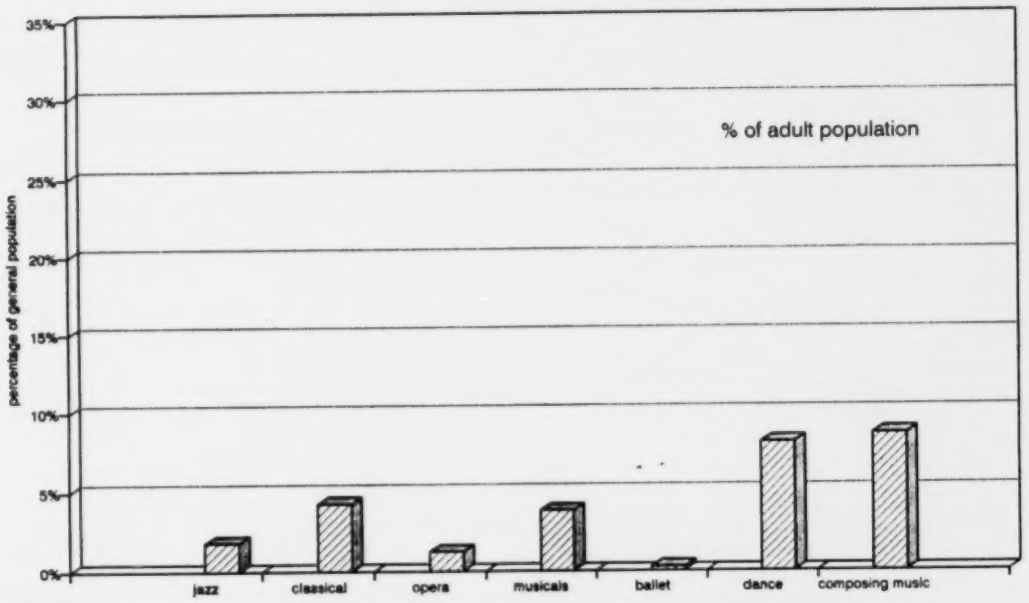

FIGURE A-2

None of these activities (on an amateur only basis) was asked in 1982.

BEST COPY AVAILABLE

Number (millions) of U.S. Adults -- Amateur Participation: 1982 and 1992

(all bar charts on this page are the same scale)

Visual and Literary Arts

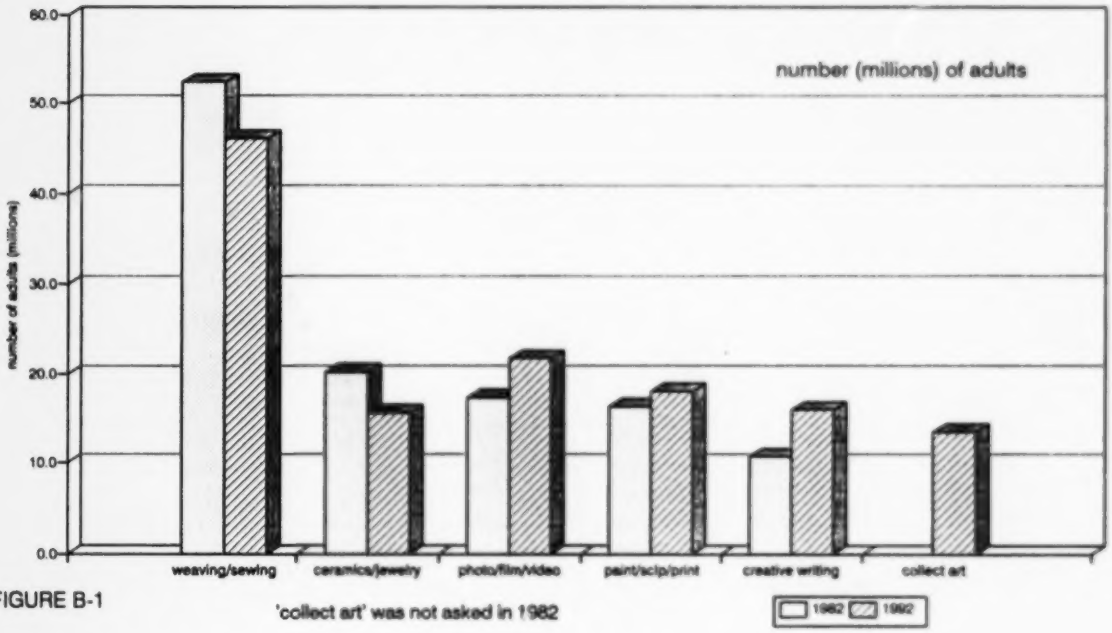

FIGURE B-1

'collect art' was not asked in 1982

Performing Arts and Composing Music

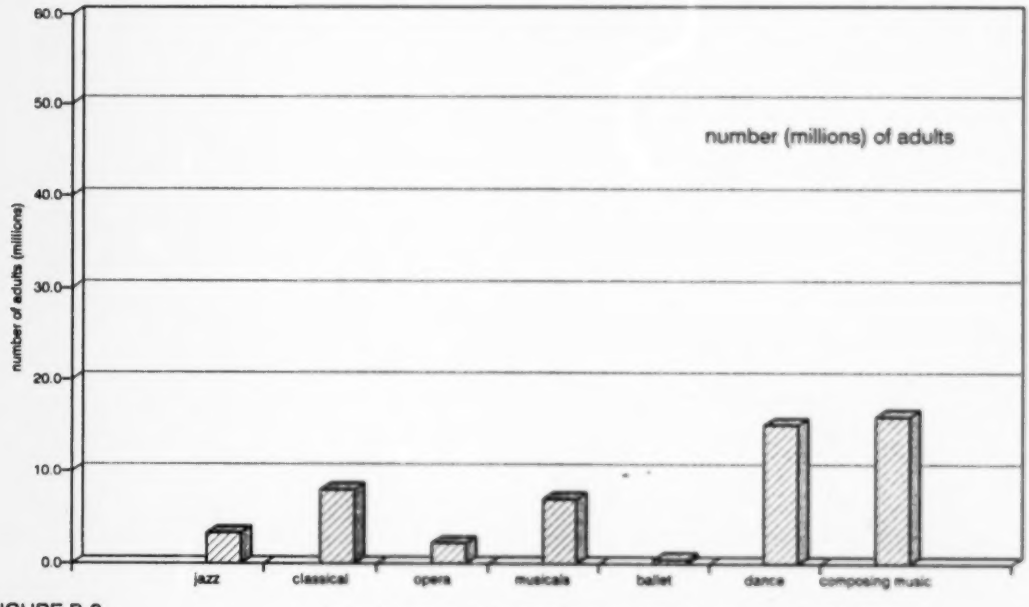

FIGURE B-2

None of these activities (on an amateur only basis) was asked in 1982

Amateur-Professional Activities: As noted on page 3 and in the table below, the 1982 and 1992 questionnaires differed markedly in the questions asked about the public performance/display of personal participation (amateur-professional activities). No questions were asked in 1982 about the public display of visual arts or published writings, and all the questions about performing arts activities that included a public performance or rehearsal and were asked differently. The format of the 1982 questionnaire included two questions that combined categories: playing a musical instrument and acting/dancing/singing. It also had questions about technical work for music and stage productions that were not asked in 1992. As such, comparing 1982 and 1992 data on amateur-professional activities must be done with caution.

TABLE 4: Amateur-Professional Arts Participation in the General Population, 1982 and 1992
(amateur-professional participation includes a rehearsal, performance, or public display component)

	1982		1992	
	rate of participation	est. number (millions)	rate of participation	est. number (millions)
Overall Participation in Amateur-professional Activities	* at least	13.82	15.2%	28.25
Public Performance/rehearsal of...				
playing a musical instrument	3.9%	6.418		
1. jazz music	0.8%	1.317	0.7%	1.301
2. classical music	0.9%	1.481	1.0%	1.858
acting/singing/dancing	4.6%	7.570		
3. opera music	0.1%	0.165	0.3%	0.558
4. operetta/musicals	0.9%	1.481	0.7%	1.301
5. acting in a play	0.8%	1.317	1.6%	2.973
6. ballet	0.1%	0.165	0.03%	0.056
7. other dance (modern /folk/tap dance)			1.2%	2.230
8. chorale/choir/glee club/etc.			6.7%	12.451
Public Display of Works of...				
9. pottery/ceramics/jewelry leather or metal work			1.7%	3.159
10. weaving/crocheting/quilting /needlepoint/sewing			2.4%	4.460
11. photographs/movies/ video tapes			1.7%	3.159
12. painting/drawing/sculpture /printmaking			2.0%	3.717
13. Publish creative writing (stories/poems/plays)			0.9%	1.673
14. Public performance/re-hearsal of music composition			0.7%	1.301
Tech work (lights/sets/costumes/promotion) in...				
15. opera/musical/play/ballet	2.8%	4.608		
16. jazz/classical music	1.0%	1.646		

BEST COPY AVAILABLE

* giving a percentage would be misleading because so few activities were asked

In 1992, 57.9% or 107.6 million adult Americans were involved in any level of hands-on arts activities (what we call amateur), and 15.2% or 28.25 million were amateur-professionals. A fairly large proportion of persons who were engaged in hands-on arts activities (26.25% of the amateurs) were accomplished and motivated enough to bring their artistic skills into the public domain (amateur-professionals). For example, almost three million adults were involved in acting in a public performance (or rehearsal) of a play, and 1.85 million adults were involved in a public performance (or rehearsal) of classical music.

Figures C-1 and C-2 illustrate that both the percentage of adults involved in the **performing arts** on an amateur-professional basis and the actual number of adults rose between 1982 and 1992. Playing classical music, singing opera, performing in ballets, and acting in plays rose, while performing jazz and singing in musicals declined. Although amateur-professional involvement represents a small portion of the population, the incremental rise in many of these arts activities is worth noting. Unfortunately, the 1982 survey does not afford us a look at the growth or decline in amateur-professional activities in the visual arts, creative writing, or composing music.

Amateur-Professional Participation
Selected Performing Arts: 1982 & 1992

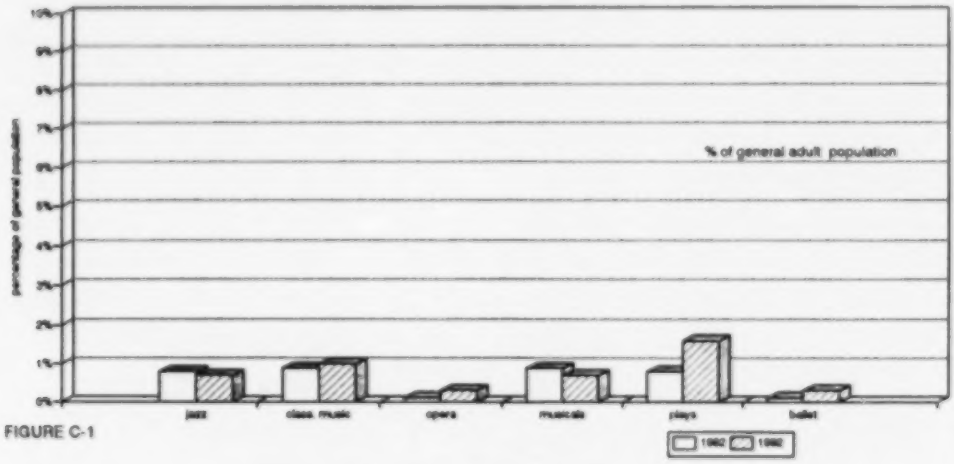

FIGURE C-1

Selected Performing Arts: 1982 & 1992

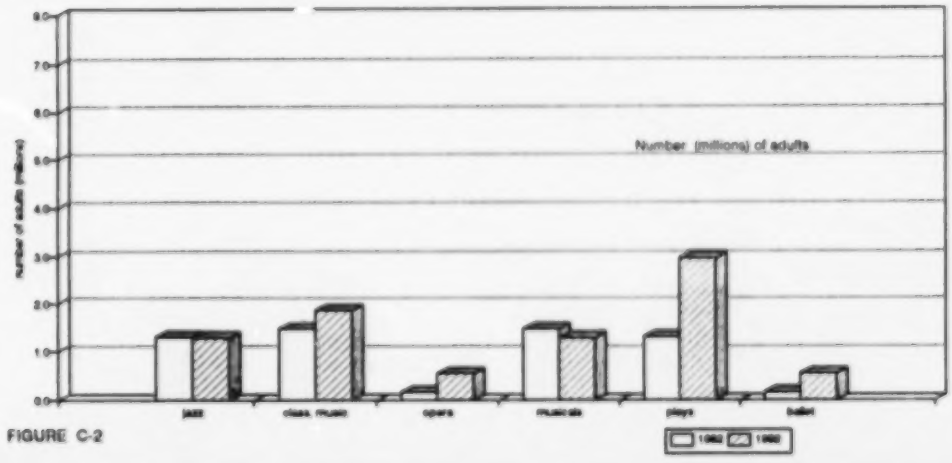

FIGURE C-2

BEST COPY AVAILABLE

The amateur professional activities show a ranking generally similar to the amateur categories. Visual arts categories top the list, with the exception of singing in the choir.

TABLE 5: Rank Order Of Amateur-Professsional Arts Participation, 1992

Rank	Amateur-Professional Activity (public performances/displays/publishing)	Percentage of Adult Americans	Est. Number (millions)
1.	Singing in a chorale/choir/glee club/etc. performance	6.7%	12.45
2.	Display of weaving/crocheting/quilting/needlepoint/etc.	2.4%	4.46
3.	Display of painting/drawing/sculpture/printmaking	2.0%	3.72
4.	Display of pottery/ceramics/jewelry/leather/metal work	1.7%	3.16
5.	Display of photographs/movies/videos	1.7%	3.16
6.	Acting in a play	1.6%	2.97
7.	Public performance/rehearsal of other dance (modern/folk/tap dance)	1.2%	2.23
8.	Public performance/rehearsal of classical music	1.0%	1.86
9.	Publish creative writing (stories/poems/plays)	.9%	1.67
10.	Public performance/rehearsal of music compositio	.7%	1.30
11.	Public performance/rehearsal of jazz music	.7%	1.30
12.	Public performance/rehearsal of operetta/musicals	.7%	1.30
13.	Public performance/rehearsal of opera music	.3%	0.56
14.	Public performance/rehearsal of ballet	.03%	0.06

Of the fourteen amateur-professional activities asked in 1992,

- singing publicly in a chorale/choir or glee club ranked first involving 6.7% or 12.45 Americans.
- Public display of weavings/sewings was second (2.4%), followed by
- displaying paintings/sculpture (2%), then
- display of pottery/metal/leather/jewelry and of photographs/movies/videos, (1.7% each).
- Public ballet and opera performances were lowest (.03% and .3% respectively).

These percentages reflect not only artistic preferences among the population, but also the fact that certain art forms require more or less training and experience to become accomplished to the point where one considers publicly displaying or performing them. For instance, singing publicly in a chorale or glee club requires a good voice and experience singing with a group, while ballet and opera are skills that require years of training, especially to perform in public.

Comparison of Types of Arts Participation, 1992: Participation in the arts was examined in detail in four different ways in the 1992 SPPA questionnaire:

1. attendance at the benchmark arts[2],
2. arts participation via the media,
3. personal arts participation, and
4. taking arts classes and lessons.

BEST COPY AVAILABLE

TABLE 6: Comparison Of Types Of Arts Participation, 1992
(questions were: "during the last twelve months did you...")

Types of Art Participation	Percentage of Adult Americans	Est. Number (millions)
Watch/listen via Media	65.1%	121.0
Personal Arts Participation		
Amateur	57.9%	107.6
Amateur-Professional	15.2%	28.2
Attendance at Live Benchmark Arts Event	42.5%	79.0
Took an Art Class/Lesson	8.6%	16.0
Any Participation in the Arts (any above type)	80.8%	150.2

Comparing the four dimensions of arts participation, we see that personal arts participation was second at 57.9% (107.6 million persons) to watching/listening to the arts on the media which engaged 65.1% (121 million) adult Americans. Live attendance at benchmark arts attracted 42.5% of the population (79 million adults). Fewer individuals took art lessons, 8.6% (16 million adults).

Using the combined four dimensions of the arts as a guide to overall arts participation in the U.S., we find 80.8% of the population, or over 150 million adults were involved in the arts in one or another manner. In sum, involvement in the arts is a significant activity for Americans.

Personal Arts Participants: Attendance at Live Art Events and Participation via the Media:

TABLE 7: Percentage of Personal Arts Participants who Attend a Live Event or Watch/Listen to Arts via Media
(Personal Arts Participation is 57.9% of general adult population)

	Amateur		Amateur-Professional	
	Rate	Est number (millions)	Rate	Est number (millions)
Attendance at any Benchmark Art	56.7%	61.01	66.8%	18.87
Any Art via Media (TV/Radio/DC/Tape/etc)	75.0%	80.70	81.4%	22.99
Attendance at any Benchmark AND Arts via Media	51.6%	55.52	62.8%	17.74

The 57.9% of the general adult population who are personal arts participants are engaged in other

ways in the arts more so than the general population.

- slightly more than half of them, 56.7%, also attended live fine arts performances
- 75% watched or listened to arts programs on the media
- 51.6% were engaged in all three dimensions of arts participation.

Arts participation was higher among those who were amateur-professionals.

- 66.8% also attended live arts events
- 81.4% watched/listened to arts programs on the media
- 62.8% were engaged in all three dimensions of arts participation.

Amateur-professionals' greater involvement than amateurs in all aspects of arts participation was expected. Being involved in public displays and performances of one's art in and of itself indicates are deeper, more inclusive involvement in the arts in general.

One might have expected that significantly more than half of all amateur arts participants would attend live fine arts events. While the cost of live performances, distance from performing arts institutions, disability, and so on are possible barriers to attending live arts events, there are obviously differences in how one is involved in the arts. Individuals who enjoy creating art do not necessarily seek out live arts events, and vice versa.

Comparison of Types of Arts Participation with Leisure Activities: Arts participation can be considered a leisure time activity, a choice among alternative ways to spend ones free time. The SPPA survey took account of 19 types of leisure activities including the four dimensions of arts participations. The following chart shows the rank order of involvement in these activities, both artistic and other, for the adult population.

TABLE 8: Types Of Leisure Activities, Artistic and Other, 1992

Rank	Activity	Percentage of Adult Americans	Est. Number (millions)
1.	Watching TV	96.4%	179.15
2.	Watching/listening to a Benchmark Art via Media	65.1%	120.98
3.	Exercising	59.7%	110.95
4.	Going to Movies	59.0%	109.64
5.	Personally Participating in an Art (PAP)	57.9%	107.60
6.	Gardening	54.7%	101.65
7.	Reading Literature	54.2%	100.72
8.	Going to Amusement Parks	50.2%	93.29
9.	Doing Home Improvements	47.6%	88.46
10.	Attending a Benchmark Art	42.5%	78.98
11.	Going to Art Fairs	40.7%	75.64
12.	Playing Sports	38.8%	72.11
13.	Attending Professional Sports Events	36.8%	68.39
14.	Going to Historical Parks	34.5%	64.11
15.	Enjoying Outdoor Activities	34.1%	63.37
16.	Doing Charity Work	32.6%	60.58
17.	Participating (amateur-professional) in an Art	15.2%	28.25
18.	Listening To Literature	12.5%	23.23
19.	Taking an Art Class	8.6%	15.98

Looking at these 19 artistic and non-artistic activities, again the arts emerge as central to the American public. Four arts activities drew over 50% of the population, including personal arts participation. Media ranked second (65.1%), attending movies forth (59%), personal arts participation fifth (57.9%), and reading literature seventh (54.2%).

Related data on personal arts activities: The National Cultural Alliance (NCA) conducted a nationwide telephone survey of 1,059 adults 18 years and older in 1992 regarding Americans' opinions about and involvement in the arts and humanities.[3] The NCA survey included only two questions about hands-on participation in the arts during the last year. While the questions were not comparable to those in the SPPA, both arts attendance and amateur arts activities showed an even higher involvement than the SPPA survey.

TABLE 9: Comparison of NCA and SPPA data

National Cultural Alliance		SPPA	
Read for pleasure	87%	Read literature	54%
Attended a play/concert/ballet/ opera (could include high school performance)	47%	Attended a benchmark art	43%
Visit a museum/art gallery (could include science/history museums)	46%	Visited an art museum/gallery	27%
Wrote poetry, fiction, or something for pleasure	31%	Wrote creative stories/poems/plays	9%
Participated in a play/musical activity	16%	Sang opera/musicals/chorals or played classical/jazz music (amateur personal arts participation: selected activities)	14%

The University of Maryland's 1990 study, *Use of Time Project*, looked at 100 leisure activities. The study did not focus directly on arts-related areas, but found that leisure time for both men and women had increased since 1965. TV, sports/outdoors activities, family conversations, and education were the major gainers. Visiting and talking with friends and attending cultural events consumed about the same amount of time in 1985 as in 1965, but as a share of leisure time, these social activities fell from 29% to 25%. Although the SPPA surveys did not address the amount of time spent on activities (and therefore, it is difficult to compare one with another), they do suggest that between 1982 and 1992 the arts continued to attract a significant portion of the adult american leisure time and are a well invested national pastime.[4]

SECTION II: PROFILES OF PERSONAL ARTS PARTICIPANTS

Who are these 107.6 million adults who participate personally in the arts? A distinctive profile emerges for the combined groups of persons who participate in hands-on arts activities that distinguishes them from Americans who have attended at least one live performance/event of a benchmark art.

TABLE 10: Demographic Characteristics: Amateur and Amateur-Professional Personal Arts Participants Compared to the Genral Population and Fine Arts (Benchmark Art) Attendees, 1992

	General Population	Attendance at a live benchmark art performance	Amateur Personal Arts Participants	Amateur-Professional Personal Arts Participants
General Population		42.5%	57.9%	15.2%
Of the percentage of the adult population that participated in the arts, the breakout according to demographic factors is given below. For example, of the 57.9% of the population that participated in an art, 39.9% were male and 60.1% were female.				
Sex				
Male	47.8%	46.5%	39.9%	41.8%
Female	52.1%	53.5%	60.1%	58.2%
Race				
White	77.5%	81.9%	82.9%	81.6%
Black	11.2%	9.5%	8.4%	13.0%
Native American	0.5%	0.6%	0.2%	0.1%
Asian	2.6%	2.3%	2.4%	1.1%
Hispanic	8.3%	5.7%	6.1%	4.2%
Age				
18-24 years	13.0%	13.2%	12.4%	14.0%
25-34 years	22.8%	23.9%	22.5%	22.8%
35-44 years	21.4%	23.2%	22.6%	22.9%
45-54 years	14.9%	16.4%	16.0%	16.5%
55-64 years	11.4%	11.1%	11.7%	11.6%
65-74 years	9.9%	8.8%	9.7%	8.7%
75 + years	6.6%	3.4%	5.1%	3.5%
Education				
0-some high sch	17.6%	5.4%	12.2%	9.0%
High school grad	37.3%	28.0%	35.0%	32.5%
Some College	21.0%	26.6%	24.1%	27.2%
College Grad	14.0%	22.1%	16.4%	17.8%
Post College	9.7%	18.0%	12.3%	13.5%
Marital Status				
Married	58.8%	59.2%	61.4%	58.7%
Widowed	7.2%	5.0%	6.8%	5.6%
Divorced	8.7%	8.8%	8.8%	10.2%
Separated	2.9%	2.2%	2.5%	2.3%
Never Married	22.3%	24.7%	20.5%	23.2%
Location				
Central City/SMSA	32.6%	34.2%	31.6%	31.9%
Suburbs/SMSA	45.0%	48.4%	45.2%	40.5%
Rural/non-SMSA	22.4%	17.4%	23.2%	27.5%
Income **				
$0-$14,999	25.2%	14.2%	22.0%	21.2%
$15,000-$24,999	19.3%	17.1%	18.4%	20.9%
$25,000-$49,999	36.6%	39.2%	37.0%	38.7%
$50,000-$74,999	11.9%	17.1%	13.0%	11.6%
$75,000 +	7.0%	12.5%	9.6%	7.6%

** About 8.4% of those in the survey did not answer the income question; therefore caution should be used with these figures.

- PAP amateurs are decidedly more likely than the general population to be female (60% versus 52.1%), white (82.9% versus 77.5%), better educated (28.7% versus 23.7% had a college education or more), and wealthier (22.6% versus 18.9% report incomes of $50,000 or more).
- Regarding marital status and residence, PAPs tend to resemble the general population.
- Compared with those who attend live fine arts events, PAPs as a group are much closer to the population norm regarding demographic characteristics, except for the strong predominance of women in their ranks.
- Live arts goers compared with PAPs tend to be better educated, central city or suburban dwellers, and wealthier.
- Amateur-professional PAPs are a sub-group of amateur PAPs, but their demographics do not resemble one another.
    - They are less skewed toward women than amateur PAPs;
    - a larger percentage are black;
    - they have more education than amateur PAPs, but not as much as benchmark art goers,
    - fewer have high incomes than the other arts groups, and
    - more tend to reside in rural areas than the general public.

TABLE 11: Percentage of Personal Arts Participants who Attend Live Benchmark Arts and Cultural Activities, and Watch/Listen to the Arts via Media

	General Population	Benchmark Art Attendees	Amateur Personal Arts Participants	Amateur-Professional Personal Arts Participants
General Population		42.5%	57.9%	15.2%
	Read the table down: Of those who are amateur personal arts participants (57.9% of the population), 24.2% attended a musical.			
Attend Live :				
Any Benchmark Art	42.5%	100.0%	56.7%	66.8%
Jazz	10.6%	25.0%	15.1%	21.5%
Classical Music	12.5%	29.5%	17.9%	27.5%
Opera	3.3%	7.7%	4.6%	7.0%
Musicals	17.4%	41.1%	24.2%	30.1%
Ballet	4.7%	11.0%	6.9%	8.4%
Other Dance	7.1%	16.8%	9.8%	14.5%
Plays	13.5%	31.8%	18.8%	24.4%
Art Museums	26.7%	62.9%	38.6%	45.2%
Go to Cultural Activites:				
Art/craft Fairs	40.7%	66.1%	55.3%	61.4%
Historical Parks	34.5%	59.0%	46.4%	52.9%
Movies	59.0%	77.5%	65.9%	67.4%
Read Literature	54.2%	74.3%	66.9%	71.2%
Listen to Literature	12.5%	22.6%	17.6%	27.0%
Arts Via Media:				
Any Art on any Media	65.1%	88.1%	75.0%	81.4%
Jazz on any media	37.3%	58.5%	44.9%	53.3%
Classical Music:any media	43.0%	67.5%	54.6%	63.7%
Musicals on any media	20.6%	36.1%	27.2%	35.8%
Plays on Radio or TV/VCR	19.3%	32.3%	24.0%	29.0%
Dance on TV/VCR	19.6%	31.1%	25.1%	31.5%
Artists/Museums on TV/VCR	32.2%	51.2%	42.5%	49.9%

Both amateur and am-pro PAPs are more likely to participate in all these art activities than the general public, but their rates of participation are less than benchmark art attendees except in two activites: amateur-professionals listen to literature and watch dance on TV more than do benchmark art attendees.

As expected, amateur-professionals are more likely than amateurs to attend live arts, watch and listen to the arts on the media and attend other cultural events.

For both amateurs and the general population, the rank order of the art form they attend the most is the same: Attending art museums ranks first, followed by musicals, plays, classical music, jazz, dance (non-ballet), ballet, and lastly going to opera.

TABLE 12: Percentage of Personal Arts Participants who have Taken Lessons/Classes in the Arts

	General Population	Benchmark Art Attendees	Amateur Personal Arts Participants	Amateur-Professional Personal Arts Participants
General Population		42.5%	57.9%	15.2%
	Read the table down: Of those who are amateur personal arts participants (57.9% of the population), 73.5% have taken a lesson or class at some time.			
Arts Lessons/Classes				
Any lessons Ever	57.4%	79.7%	73.5%	83.9%
Any lessons before 18	46.7%	65.1%	60.8%	70.8%
Any lesson 18 and older	33.9%	55.7%	48.3%	61.1%
Any lessons last year	8.6%	19.0%	15.1%	27.6%

Whereas over half the population has taken art lessons sometime during their lifetime, about 20% more benchmark art attendees and amateur personal arts participants had done so, 79.7% and 73.5% respectively. Amateur professionals are even more likely to have taken lessons during their lifetimes, 83.9%.

No matter when arts lessons and classes were taken, benchmark arts goers are more likely to have had lessons than amateur PAPs. Yet amateur professionals as a group are the most likely to have had lessons. This pattern is the same for lessons before or after age 18 and for lessons taken last year. All are considerably more likely to have had lessons than the general population.

TABLE 13: Percentage of Personal Arts Participants and non-Artistic Leisure Time Activities, 1992

	General Population	Benchmark Art Attendees	Amateur Personal Arts Participants	Amateur-Professional Personal Arts Participants
General Population		42.5%	57.9%	15.2%
	Read the table down: Of those who are amateur personal arts participants (57.9% of the population), 71.3% exercise.			
Leisure Time Activity				
Watch TV	96.4%	96.9%	96.7%	96.6%
1 or 2 hours per day	46.5%	56.4%	49.9%	55.3%
3 or 4 hours per day	33.3%	30.0%	31.9%	27.2%
5 or more hours per day	16.8%	10.5%	14.9%	14.0%
Exercise	59.7%	76.4%	71.3%	74.4%
Garden	54.7%	63.4%	67.1%	67.4%
Go to amusement parks	50.2%	61.3%	57.6%	62.2%
Do home improvement	47.6%	58.0%	56.3%	58.5%
Play Sports	38.8%	51.9%	44.1%	49.3%
Go to pro sports event	36.8%	50.4%	43.0%	48.9%
Enjoy outdoor activity	34.1%	46.5%	42.7%	47.4%
Do charity work	32.6%	46.9%	42.5%	57.5%

Television watching is universal and extensive. While the general population shows a modest tendency to watch more TV than arts participants, it is not significant.

Arts participants, whether PAPs or benchmark arts goers are significantly more likely to be involved in **all** the non-artistic activities than the general population.

The rank order of preferences among the general population, benchmark art attendees, and amateurs in leisure time preferences is the same. Exercise is favored by all, followed by gardening. The fewest are involved in charity work and outdoor activities. The one exception is among amateur-professional PAPs who are far more charitable.

Among arts participants:

- More PAPs, both amateur and amateur professionals, watch 5 hours or more TV than benchmark arts goers.
- PAPs, both amateurs and amateur professionals, garden more than benchmark arts goers.
- Benchmark arts attendees are significantly more likely to attend professional sports events than amateur or amateur professional PAPs.
- Benchmark arts attendees and amateur professional PAPs are more likely than amateur PAPs to enjoy outdoor activities.
- PAP amateurs garden more, but participate in most other activities less than benchmark arts goers.
- Amateur professional PAPs are significantly more likely to do charity work than either amateurs or benchmark arts goers.

The SPPA questionnaires covered a broad spectrum of musical preferences. Twenty different types of music were covered ranging from popular to classical. Two questions were asked: which types of music do you like to listen to (music preferences) and which of these do you like best (first choice).

TABLE 14: Musical Preferences of Personal Arts Participants, 1992

	General Population	Benchmark Art Attendees	Amateur Personal Arts Participants	Amateur-Professional Personal Arts Participants
General Population		42.5%	57.9%	15.2%
	Read the table down: Of those who are amateur personal arts participants (57.9% of the population), 16.8% like to listen to opera music.			
Music Preferences "Doyou like to listen to..."				
Classical/chamber	33.3%	54.2%	44.0%	51.9%
Opera	12.1%	19.8%	16.8%	20.9%
Show tunes/operetta	27.5%	44.9%	37.3%	45.4%
Jazz	33.9%	50.9%	40.0%	46.0%
Regae	19.1%	29.0%	23.7%	27.9%
Rap	11.6%	14.1%	12.7%	15.6%
Soul	24.1%	33.2%	28.7%	34.9%
Blues/R&B	40.3%	56.0%	48.9%	53.5%
Latin/Salsa	19.7%	26.9%	24.0%	27.3%
Big Band	34.8%	48.1%	43.8%	50.0%
Parade/March	18.3%	24.0%	22.6%	26.5%
Country-Western	51.8%	50.6%	55.4%	53.8%
Bluegrass	29.4%	34.6%	35.4%	38.7%
Rock	43.5%	53.8%	50.3%	50.3%
Ethnic/National	21.6%	30.3%	26.7%	33.2%
Folk (contemporary)	22.7%	33.7%	29.8%	36.2%
Mood/Easy listening	48.9%	62.5%	58.9%	60.4%
New Age	15.3%	24.2%	20.2%	26.0%
Choral/Glee Club	14.2%	21.9%	19.1%	29.1%
Hymns/Gospel	38.4%	42.7%	44.9%	60.2%

Arts participants, whether benchmark arts goers or PAPs, are more inclined to listen to listen to music and all types of music, than the general population, with one exception -- country-western music. It is our nation's most preferred musical form and overwhelmingly chosen as first choice among all musical types by the general population. Benchmark arts goers were no more likely to listen to country-western music than the general population. However, PAPs are somewhat more inclined, with amateurs being slightly more inclined than amateur-professionals.

Benchmark arts attendees tend to be more inclined to listen to almost all types of music than amateurs as a group (excluding country-western, bluegrass, and hymns/gospel). When compared to amateur professionals this pattern does not hold. Amateur professional PAPs tend to be a fraction higher on many of the 20 musical forms, and significantly higher on listening to hymns/gospel, choral/glee club, rock, and country-western. This is partially explained by the way the questionnaire was designed. Singing in a choir/glee club or chorale was not an amateur choice; it was only listed as an amateur professional category. Amateur professionals are the music buffs -- more likely to listen to many types of music and with greater frequency.

All the groups are least disposed to listen to rap and opera music.

Among the general population, only one type of music commands the attention of over 50% of the

population, country-western. Among benchmark arts goers, six types have over 50% frequencies; among amateur PAPs, three types are over 50%; and seven music types received higher than 50% among amateur professional PAPs.

Below is the rank order of the top five musical choices (or choices garnering 50% are more) for the general population and each of the three arts groups.

General Population	Benchmark Arts	Amateur PAPs	Am Pro PAPs
51.8% country-western	62.5% mood/easy listening	58.9% mood/easy listening	60.4% mood/easy listening
48.9% mood/easy listening	56.0% blues/R&B	55.4% country-western	60.2% hymns/gospel
43.5% rock	54.2% classical	50.3% rock	53.8% country-western
40.3% blues/R&B	53.8% rock	48.9% blues/R&B	53.5% blues/R&B
38.4% hymns/gospel	50.9% jazz	44.9% hymns/gospel	51.9% classical
	50.6% country-western		50.3% rock
			50.0% big band

Mood/easy listening is the number one or two choice for all groups. Amateurs are very similar to the general population in their rankings; benchmark art attendees are the least like the general population.

TABLE 15: Personal Arts Participants' First Choice in Music, 1992

	General Population	Benchmark Art Attendees	Amateur Personal Arts Participants	Amateur-Professional Personal Arts Participants
General Population		42.5%	57.9%	15.2%
	Read the table down: Of those who are amateur personal arts participants (57.9% of the population), 7.4% like classical music.			
First Choice "Which do you like best..."				
Classical/chamber	6.0%	9.3%	7.4%	8.4%
Opera	0.6%	0.9%	0.9%	0.8%
Show tunes/operetta	1.5%	2.1%	1.8%	1.5%
Jazz	5.2%	8.2%	5.0%	5.1%
Regae	0.9%	1.0%	1.0%	0.8%
Rap	1.3%	0.9%	1.1%	1.4%
Soul	1.7%	1.9%	1.4%	1.6%
Blues/R&B	2.5%	3.2%	2.6%	3.0%
Latin/Salsa	2.6%	1.2%	1.6%	0.7%
Big Band	4.0%	4.7%	4.4%	3.4%
Parade/March	0.3%	0.4%	0.3%	0.4%
Country-Western	21.4%	12.8%	19.3%	16.1%
Bluegrass	0.6%	0.8%	0.6%	0.8%
Rock	14.2%	15.6%	14.5%	11.2%
Ethnic/National	2.7%	1.8%	2.2%	2.8%
Folk (contemporary)	0.9%	1.5%	1.2%	1.2%
Mood/Easy listening	9.1%	10.1%	9.5%	7.2%
New Age	1.5%	2.7%	1.9%	2.4%
Choral/Glee Club	0.2%	0.2%	0.2%	0.9%
Hymns/Gospel	9.4%	6.8%	9.7%	17.8%
No type best	13.3%	13.9%	13.4%	12.7%

Among the general population, as noted, country-western music was selected as the favorite musical form. Benchmark arts attendees chose rock, amateurs chose country-western, and amateur

BEST COPY AVAILABLE 21

professionals hymns/gospel. Parade/march and choral/glee club music are the least favored among the groups.

TABLE 16: Percentage of Personal Arts Participants who participate in Multiple PA activities

	General Population	All Amateur Personal Arts Participants	All Amateur-Pro Personal Arts Participants	Benchmark Art Attendees	Non - Benchmark Art Attendees*
General Population		57.9%**	15.2%	42.5%	57.5%
	Read the table down: Of those who are amateur personal arts participants (57.9% of the population), 16.5% do an acting/dancing activity. Most (15.6%) of all amateurs do only one acting/dancing activity.				
Type of PAP Activity					
Acting or dancing (3 possible; 2 = most)	9.4%	16.5%	28.1%	15.0%	5.2%
1 activity	8.9%	15.6%	25.0%	14.0%	5.1%
2 activities	0.5%	0.9%	3.1%	1.0%	0.1%
Playing/performing music (5 possible)	13.0%	22.9%	59.3%	21.0%	7.0%
1 activity	9.7%	17.1%	42.4%	14.6%	6.0%
2 activities	2.3%	4.0%	10.5%	4.3%	0.8%
3-5 activities	1.0%	1.8%	6.3%	2.1%	0.2%
Creating visual art or writing (5 possible)	43.4%	76.7%	87.4%	56.9%	33.4%
1 activity	29.2%	51.6%	37.7%	34.4%	25.4%
2 activities	9.9%	17.4%	24.6%	14.9%	6.1%
3-5 activities	4.4%	7.7%	15.1%	7.6%	1.9%
Any performing art or composing music (9 possible; 7 = most)	20.0%	35.2%	72.9%	31.2%	11.6%
1 activity	13.7%	24.1%	40.7%	19.6%	9.3%
2 activities	4.0%	7.1%	19.7%	7.3%	1.6%
3 activities	1.2%	2.1%	6.1%	2.3%	0.4%
4-7 activities	1.0%	1.8%	6.5%	2.0%	0.3%
Any PAP activity (15 possible; 12 = most)	56.8%**	100.0%	100.0%	75.3%	42.9%
1 activity	27.3%	48.1%	20.4%	27.6%	27.1%
2 activities	14.4%	25 3%	24.4%	20.6%	9.7%
3-4 activities	11.6%	20.5%	37.5%	20.3%	5.2%
5-12 activities	3.5%	6.1%	17.8%	6.9%	1.0%

* Non-benchmark art attendees are included in this table to show that a substantial number of american adults participate personally in the arts (enjoy the arts as a hobby) , but do not attend live performances.

** The difference between the general population figure for any PAP activitiy (56.8%) and the figure for the number of amateurs at the top of the column (57.9%) arises because about 3% of the respondents failed to answer one or more activities (and were dropped from the cross-tabulation).

By definition all amateur PAPs and all amateur-professional PAPs do a PAP activity; therefore, the 100.0%.

Acting or dancing includes Acting, Dancing ballet, and Dancing other (non-ballet).

Playing/performing music includes Jazz performing, Classical music playing, Opera Singing, Operetta/Musicals singing and Choir/ glee club singing.

Creating visual art or writing includes Weaving/quilting/sewing etc., Pottery/ceramics/jewelry making etc., Photographing/video/film making, Painting/sculpting/printmaking etc., and creative writing.

Any Performing art or Composing music includes the first two categories ('acting or dancing' and 'playing/performing music') and composing music.

Any PAP activity includes the last two categoies ('creating visual art or writing' and 'any performing art or composing music') and collecting original art.

Among the 57.9% of the American population involved in the arts as a hobby, almost one half this group, 48.1%, are involved in only **ONE** activity. 45.8% are involved in 2 - 4 activities. An estimated 6.5 million adult Americans (3.5%) are very involved. they participated in 5 or more activities.

Of those who attend the live performing arts (benchmark art attendees), 75.3% also are involved in an artistic hobby (a PAP activity). 27.6% of the Benchmark art attendees are involved in only one PAP activity; 40.9% are involved in 2 - 4 activities.

Interestingly, of those who do not attend the live fine arts (57.5% of the adult population), almost 43% are engaged in at least one artistic hobby; almost 15% are involved in two or more activities.

Amateur-professionals are more likely to be multiple PAPs. 79.8% do more than one activity.

SECTION III: Profiles of Participants of Individual Personal Arts Activities

Each individual personal arts activity attracts somewhat distinct persons. Yet, survey data does not provide the rich texture and subtle detail one would desire to gain a thorough understanding of who gravitates into which types of artistic leisure time activities and why some individuals become so invested and accomplished their artistic products warrant public status. Survey data can only provide the contours, the starting points for further study.

We examined those who participate in 15 personal arts activities along 9 dimensions:

1. Demographics
2. Attendance at fine arts performances (benchmark arts)
3. Attendance at other cultural and artistic activities.
4. Art media participation
5. Leisure time activities (non-artistic)
6. Arts Lessons/Classes Taken
7. Musical Preferences
8. First Choice in Music
9. Other Arts Hobbys (other personal arts activities)

The 15 personal arts activities include the 13 amateur groupings of PAP activities. (Collecting art, as explained in the first section, is the question about purchasing/acquiring art). Two activities from the amateur-professional groupings were added: 'singing in a choir' and 'acting in a play'. Neither activity had an amateur only component and both had sufficient responses and were distinct hobbys.

The SPPA Study lumped many artistic hobbys into related groups such as painting/drawing/ sculpting/print making. If studied individually they may well exhibit variable profiles, but this was beyond the scope of the data. Thus, the relative popularity of an activity was in part a result of how activities were lumped together. If photography/video/filmmaking were split apart into three separate categories, the participation numbers would be smaller. As was shown in the 1982 survey when playing a musical instrument was asked (as opposed to jazz and classical music asked individually), the participation rate of the joint category was much higher.

The response rate for some of the categories was too small to be valid. For example, because amateur ballet dancers were only 0.2% of the population, some of their responses were too few to be statistically reliable. They are frequently omitted from the tables and discussion.

It would have been desirable to know whether hobbyists had taken art lessons in their respective hobbys. However, it was impossible to discern as either the question was not asked regarding a particular type of art lessons, such as lessons in ceramics/pottery, and/or the number of respondents were too few for the data to be valid.

We only reported TV watching when there was something distinguishing, as it was well into the 90% percentile for all PAPS as well as the general population.

All PAPs were compared in the discussion in two ways: how they related vis a vis the general population and in comparison with other PAPS. All personal arts participants, with a few exceptions, are more involved than the general population in both cultural and non-cultural activities, and those who display or perform their art, in general, are even more active. One might say that personal arts participants, in particular amateur-professionals, are greater "doers" than the population.

Section IV, in contrast, looks at the dimensions such as attendance at benchmark arts and leisure activities and compares the 15 PAPs by ranking them. Appendix B reproduces the specific questions asked. Statistics for the profiles of all PAPs can be found in the following tables in Appendix D:

	Tables
Demographic Characteristics:	A-1 - A-4
Arts Participation in Benchmark Arts, Other Cultural and Artistic Activities and Arts Media Participation:	B-1 - B-7
Leisure Time Activities (non-artistic)	C-1 - C-4
Lessons/Classes in the Arts	D-1 - D-2
Musical Preferences	E-1 - E-2
First Choice in Music	F-1 - F-2
Participation in Other Artistic Hobbys (other PAP activities)	G-1 - G-2

The actual questions are in Appendix B:
With these qualifications and limitations in mind, we turn now to the 15 personal arts activities, highlighting the profiles of those drawn into their ranks.

TABLE 17: Rank Order of PAPs According to Popularity

	PAP Activity	percentage of the population	est. number of adults (millions)
	All amateur PAPs	57.9%	107.60
	All amateur-professional PAPs	15.7%	28.25
1.	weaving/sewing/etc.	24.8%	46.09
2.	making photographs/movies/videos	11.7%	21.74
3.	painting/sculpture/graphics	9.7%	18.03
4.	creative writing	8.6%	15.98
5.	pottery/ceramics/leather/metal/jewelry making	8.4%	15.61
6.	dance (excluding ballet).	8.1%	15.05
7.	collecting art	7.2%	13.38
8.	singing in a choir	6.7%	12.45
9.	playing classical music	4.3%	7.99
10.	singing operetta/musicals	3.8%	7.06
11.	composing music	2.1%	3.90
12.	performing jazz music	1.8%	3.35
13.	acting in a play	1.6%	2.97
14.	singing opera music	1.2%	2.23
15.	dancing ballet	0.2%	.37

Weaving/sewing/quilting/needlepointing is the most popular activity. Almost half of all amateur personal arts participants, 24.8%, reported doing this activity last year. The next most popular hobby is photography/film/video-making at 11.7%. Dancing ballet and singing opera are the least favored hobbys, similar to their stable but modest popularity as live fine arts forms.

Weavers/Quilters/Needlepointers/Sewers

Weaving, the most popular of all artistic hobbys, is female dominated. 90.8% of this group are women, and 83.6% are White (the general population is 77.5% White). Outside of these characteristics, weavers tend to reflect the general population on all other demographic variables.

Weavers are not significant fine arts partiticpants. In this regard they are also closest to the general population in overall arts participation of all the PAP. In comparison with other personal arts participants, fewer of their numbers attend any benchmark art, 51.5%. Like the general population, art museums followed by musicals are their favorites.

Similarily, they are among the lowest of all personal arts participants in attending arts/crafts fairs, 57.1% (only those who sing in choirs or compose music are lower) and the least likely to go to historical parks and movies, 43.3% and 59.5% respectively. The exception is reading literature where they are fairly normative compared with other PAPs, and well above the general population, 70.1% vs. 54.2%.

most popular artistic hobby

overwhelmingly female (90.8%)

of all PAPs:

most like general population
least involved in artistic activities

Weavers, in keeping with all personal arts participants, surpass the general population in taking art lessons. 69.9% took lessons sometime in their lifetime, 60% before the age 18, and 11.8% during the last year. In all aspects of having art lessons, weavers are significantly lower than any of the PAPs. It appears that weaving/sewing/quilting/needlepointing are activities that are more likely to be handed down in families or self taught than any of the other artistic hobbys studied.

While 71.5% of weavers watch arts programs on the media, they are the lowest compared with other PAPs. Classical music then jazz, especially on the radio, seem to be their preferences. Music may be a backdrop for other activities.

Looking at a wider range of musical forms, we find that while weavers are fond of classical music, easy listening, hymms/gospel, and country-western are their favorite, with the latter ranking as first choice.

Attending art museums, classical music concerts, and listening to classical music on all forms of the media increases significantly among amateur-professional weavers.

Weavers watch as much television as the general population and a lot of it.Compared with other PAPs, more of their numbers watch TV 5 or more hours per day. Following television watching, their favorite non-artistic activities are exercising and gardening, 68.3% and 76.1%. While they like exercise, they are not sportif. Only 33.4% are involved in sports, lower than the national average

of 38.8% and lower than all other PAPs. In keeping, they are also not likely to attend professional sports events nor enjoy outdoors activities.

Potters/Ceramicists/Jewelers/Metalurgists

Pottery, ceramics, jewelry and metal work engage 8.4% of the adult population, or 15.61 million persons. It is the sixth most popular artistic hobby.

Slightly more women then men are attracted to this field, 55.4% vs. 44.6%, and over 83% are White. The majority, 52%, are between the ages of 25-44 years of age. We find a large proportion, 38%, with incomes below $24,999, though 43.8% fall in the $25-49,999 bracket.

over half are younger adults, aged 25-44

of all PAPs, second least likely to be involved in artistic activities

large number of amateur professional potters live in rural areas

Following weavers, potters are the second least likely of all PAPs to attend live fine arts (benchmark) performances, though they are significantly above the general population average, 59.8% vs. 42.5%. When they do attend, art museums are decidedly their favorite (43.2%) with musicals a second preference (24.2%).

Their attendance at other cultural events (art fairs, historic parks,etc.) is on the low side in contrast with other PAPs except weavers, though again it is well above attendance by the general population.

Potters are the second lowest of all the PAPs regarding art lessons. 76.5% took art lessons sometime in their life, 18.3% during the last year. Learning to pot, make jewelry, and do ceramics are skills that require training, yet a number seem to do so without continual formal art lessons.

Simiarily, while 74.7% of those involved in potting listen to and watch the arts on the media, they are the second lowest after weavers when compared to other PAPs. Classical music and jazz appear to be preferred art programs.

However, country-western, mood and rock music surpass classical music by about 10% each in their choice of musical preferences (over 50% like these typesof music), with country-western and rock being their first and second choices.

Gardening is their favorite non-cultural activity, 76.5%. Only opera singers and ballet dancers have a stronger presence in gardening. Following weavers, they are the PAPs least likely to do charity work, 45.1%.

A slightly higher percentage of those who display their pottery, rather than simply pot, are women, 59.5% vs. 55.4%, and more are never married, 33.4% vs. 24.5%. Amateur-professional potters are much more likely to live in rural areas then the general population, 42.4% vs. 28.4%, probably

because of the need for a studio.

Photographers/Video/Film Makers

This activity engages 11.7% of the population or 21.74 million adults, and is the third most popular artistic hobby after weaving and collecting original art.

Photography and movie making attract slightly more men than women, 55.3% vs. 44.7%. As an artistic hobby it appeals to middle aged persons: Over 53% are in the 25-44 year old category. Photographers are much better educated than the general population, with 37% having college or post college degrees.

28% of their ranks have incomes of over $50,000 in comparison with 17.9% for the Nation. Photographers, along with opera singers, classical music players and art collectors, are the most affluent of the PAPs.

Whereas 66.8% of photographers attend live benchmark arts in contrast to 42.5% of the general population, they are on the low side in comparison with other PAPs. They are visual folks and art museums are decidedly their preference among these art forms with over 49% attending.

much better educated and more affluent than general population

enjoy visual artistic activities; almost 50% visit an art museum

arts via media and movie going is average compared to other PAPs

One would expect that photographers would be avid movie goers, but the 74.1% that go is about normative compared with other PAPs.

Similarly, while 85.1% watch or listen to arts programs on the media, this percentage is on the low side compared with other PAPs. TV/VCR media participation is not particularly high, nor is watching visual arts programs on TV/VCR.

In keeping with the general population and most of other PAPs, exercising is their favorite leisure time activity, occupying 83.1% of them.

Musical preferences are for mood/easy listening, blues, country-western and rock, the latter being their first choice (19.0%).

Photographers are introduced to the arts early in their life, 72% having had art lessons before age 18. 82.7% had art lessons sometime in their lifetime and 25.4% during the last year. It appears that relatively few of their ranks are involved in formal training on a regular basis, especially when compared to other PAPs.

Amateur-professional photographers compared with amateurs are more likely to live in central cities,

46% vs. 36.6%. Their benchmark arts attendance is 13.4% higher, with museum/gallery going increasing by 13.5%, and arts media participation by 7.4%. Again, it is curious that movie going was slightly less than that of amateur photographers.

Painters/Drawers/Sculptors/Printmakers

Ranking fourth among the artistic hobbys studied, 9.7% of the populaton or 18.03 million persons were engaged in these visual arts as artistic hobbys.

This is a field which draws slightly more women than men, 55.3% vs. 47.9%, the majority of whom are White, 85.4%. A significant number are young, 18-24 years of age, 24.9% which accounts for 35.2% being never married.

Looking at those who display their visual arts(the amateur professionals), the proportion of females increases by 4.3%, and the number of young persons and never married decrease by 4.8% and 8.7%. Income remains the same: Making $50,000 does not distinguish amateur from amateur-professional painters.

While they attend other cultural events more than the general population, they do so less than a number of other PAPs, 66.7%. The art form most attended, as expected, is by far art museums and galleries, 50.8%. Among amateur-professional visual artists, fine arts attendance jumps to 80.2%

Participation for amateur visual artists in overall arts media is strong at 85.1%, but about in the middle compared with other PAPs.

almost 25% are young, between 18-24 years

over 1/3 have never married

high TV watchers (2nd after weavers/etc. among PAPs)

among visual PAPs, highest percentage taking arts lessons/

63.5% listen/watch classical music programs. When musical preferences are expanded to include popular forms, classical music remains a preference at 51.5%, although it competes with blues, and country-western music, and is surpassed by mood/easy listening and rock, the latter being painters first choice of music.

89% of painters took art lessons during their lifetime, 76.5% before age 18, and 33.7% during the last year, the highest percentage among any visual art.

Their leisure time profiles fit the general profile of PAPs. They do more than the general population, less than some of the other PAPs, and have the same rank order of preferences. Almost everyone watches TV, and they rank second,behind weavers, among all PAPs in watching 5 or more hours per day. Over 80% exercise, their first choice, and attending sports events is their last choice, 47.9%.

Creative Writers

Creative writing involves 8.6% of the population, 15.98 million adults and ranks as the fourth most popular amateur activity.

Creative writers are city dwellers; 43.3% of the amateur group reside in the city as compared to 32.6% of the general population. Whites dominate writers, 81.9%, disproportionate with their numbers in the country. Asians are also over-represented, 2.6% vs. 3.2% who write as a hobby. Creative writing appeals in particular to younger persons, 18-24 years, 23.5%, and the well educated, 41% being college grads or post college educated, and over 70% having at least some college.

This profiles changes among those who publish their works. More amateur-professions live in the city (49.4%). Whites dominate at 91.3%; age categories parallel the general population; educational accomplishment increases by 5.5%, and 35.4% earn over $50,000 -- being among the most affluent of all the PAPs.

city dwellers, well educated

young: 1/4 are 18-24 years

of those whose work has been published,

- predominantly white
- very affluent
- almost half are city dwellers

Since few writers make a living from published work, one wonders whether this group doesn't include a number of successful, professional writers. If not, amateur-professional writers must have independent funds or household funds from another source, such as a spouse.

A substantial number, 71.8%, attend live fine arts events, their favorite being art museums. They engage in other cultural events, and their participation rates are about in the middle of PAP groups. What is somewhat unexpected is that 80.2% answered that they read literature last year; one would expect the figure to be closer to 100%. They are sixth among PAP groups, behind ballet dancers, opera and operetta/musicals singers, classical music players and art collectors. Almost as many creative writers go to the movies, 76.8% as read literature.

Arts media programs command 86.4% of their numbers, classical music being the preferred art at 70.4%. Widening the spectrum of musical types, we see that mood, rock, and blues surpass classical. When asked their first choice in music, rock and 'no type is best' result.

Among those who publish their writing, arts participation increases signficantly. For example, live benchmark attendance jumps to 89.1%, media participation to 92.3%, with classical music listening to 82.3%.

Whereas 87.3% of writers have taken art lessons during their lifetime, only 28.5% did so during the last year. Writing is hobby that is not likely to require on-going formal training.

Music Composers

Composing music is a highly specialized activity that few persons have the requisite training to pursue. Perhaps this is one reason it ranks 11th out of the 13 amateur activities, engaging 2.1% or 3.9 million persons.

male avocation; well educated

exercisers, not gardeners

of those whose work has been publicly performed,
- significant representation of blacks
- about 1/3 have interest in jazz

This is decidedly a male avocation, 71.5% males vs. 28.5% females. Persons over 55 years of age are not likely to be involved. Composers tend to be well educated, 32.3% have a college degree or more, and 42.2% reside in central cities.

While this is a male dominated activity, the ratio between the sexes decreases somewhat among those whose work is publicly performed, 67.8% vs. 32.2%. Black representation among amateur-professionals, however, is noteworthy: Blacks number 11.2% of the general population, yet 13.8% are in the amateur group who compose music and 16.4% have had their work performed. A significant portion of this category refers to jazz composers, 30% also play jazz and 35% have attended a live jazz performance. In comparison, 31.1% play classical music, 6.7% sing opera, 36.1% sing choir music and 15.1% sing operetta/musicals. Education level increases somewhat among amateur-professions, but central city residence decreases by 10%.

71% of amateur composers attend live fine arts events, 46.6% going to art museums, 35% to jazz concerts and 25.9% to classical music concerts.

Their attendance at arts/crafts and historical fairs is low in comparison with other PAPs. Over 90%, as expected, listen to arts programs on the media, 74% to classical music and 70% to jazz.

Among those who publicly perform their music, overall attendance at live fine arts does not increase. Museum attendance decreases to 38.2%, jazz concert attendance increases to 46%.

100% of the amateur-professionals claim they participate in the arts via the media, 88.2% with jazz, 76.2% classical music. Jazz composers are significantly represented in this profile.

Blues, jazz and rock top their list of favorite musical types with classical and mood/easy listening not far behind. Rock or 'no type best' are listed as favorites. The fine-popular distinction in music does not apply as much to amateur composers as other PAPs. Amateur composers taste in music covers a wide spectrum.

Composers are exercisers, but do not like gardening. Fewer of their numbers garden than the general population or any other PAP.

Art Collectors

8.2% of the adult population, or 13.38 million persons collected art last year, ranking it 7th in popularity among the personal arts activities.

Art collecting appeals to both the sexes about equally. It is decidedly a White preoccupation and attracts the most educated and affluent persons of all the personal arts activities. 22.6% of art collectors have post-college education and 18.4% have incomes over $75,000. Over 1/3 of all art collectors (36.2%) had incomes over $50,000. However, not all art collectors by any means are college educated. Almost 1/3 have a high school degree or less.

They approximate general population norms on where they live. Almost 2/3 are married (64.8%), distintctly higher than the general population norm of 58.9%. There are considerably fewer young (18-24 year olds) and fewer older collectors (65 years and older) than the general population.

Almost 80% of art collectors attend live fine arts events. As would be expected they are among the two PAPs with the highest frequency of art museum and gallery attendance, 62.1%. Attending musicals is their second choice, 39.4%, and going to plays is their third choice, 32.8%, significantly lower than attending visual arts events. Both musicals and plays tend to have a strong visual component and thus may attract this group more than the other musical performances.

They are strong attenders of other cultural and artistic activities. Over 80% read literature, over 60% visit historical parts, and over 70% go to movies and art/craft fairs.

91.5% are media arts participants, 74% watching or listening to classical music and 61.5% to jazz programs. Classical music and jazz are also strong favorites among musical forms. Both are slightly lower, however, than blues, rock and mood/easy listening. When asked their favorite type of music, rock is first, 'no type best' is second, and classical third, remaining a strong preference when looked at on a popular to fine arts musical continuum.

high white representation

highest number of post college educated

highest number of $50,000 + incomes

like to do lots of leisure activities

strong attendees of cultural and artist events

Art collectors are avid exercisers and outdoor enthusiasts, with 83.2% and 57.3% respectively of their ranks participating, near the top of all the PAPS. Gardening and home improvements also appeal, with 76.2% and 72.6% participating. More of them do home improvements (72.6%) and attend professional sports events (59.3%) than any of the other PAPs.

A significant number have taken art lessons during their lifetime, 86.8%, many before the age of 18, 68.9%. However, these figures place art collectors squarely in the middle of PAP groups, and significantly above most of the rest of the population.

Jazz Performers

Jazz playing commands a small portion of the population, 1.8% or 3.35 million persons, ranking 12th among all of the artistic hobbies. This is decidedly a male hobby, 60.9%, the most male of all the PAPs.

Jazz is an artistic hobby that attracts younger persons, and as such, more of their numbers have never married and have lower incomes. A greater percentage (47.9%) have incomes below $25,000 than the general population (44.5%). They are well educated. 42.1% have college degrees or post-college educations. Almost 70% have had at least some college or more.

male avocation, young

low incomes, but well educated

blacks are over 1/4 of those who are amateur professionals

high percentage attend and listen to jazz

Jazz is not a "White dominated" artistic hobby. Whites are equally represented according to their numbers in the population, 78.4%; Blacks are a few points over their population norm, 13.9%; and Asians are almost double at 4.4%.

However, the race profile changes dramatically among those who perform jazz publicly. Fewer are White, 66.9%; Black representation leaps to 26.3%; Asians drop to zero. As well, jazz performers compared to jazz amateurs, are more likely to be found in the middle aged categories and as such, more are married persons (but still considerably lower than the general population) with higher incomes, close to national norms.

83.8% of jazz players attend live fine arts events, their preferences being art museums and jazz performances, 61.1% and 56.6% respectively. These numbers increase among jazz amateur-professional perfomers; about 5% more attend fine arts events, 68.6% going to jazz performances.

Amateur jazz players are inclined to participate in other cultural activities and are strong media arts participants, 94.2%. As expected, music is their focus, 85.3% watch or listen to jazz and 80.5% classical music. Listening/watching jazz on the media rises to 92.6% for jazz performers.

Jazz remains the consistent musical preference when the larger musical spectrum is introduced. 84.3% claim they listen to jazz, which is overwhelmingly selected as their favorite musical form.

More jazz players than any other PAP are into exercise, 84.1%, and a substantial number go to amusement parks, 70.8%.

Amateur jazz players are lesson oriented. 94.9% took art lessons during their lifetime, 85.8% prior to age 18, and 43.6%, took art lessons during the last year, surpassed only by amateur actors.

Classical Music Players

Amateur classical music players are 4.3% of the population representing 7.99 million persons. Classical music playing ranks 9th in popularity.

female avocation

significant asian representation

well educated, relatively affluent

high consumers of arts events

over 95% have taken classes

almost 90% took lessons before age 18

Females dominate this activity, 66.4% vs. 33.6%. 85.9% are Whites, about 8% more than their number in the population. Asians are over-represented by about one third more than their population numbers, 3.2% vs. 2.6%. Classical music players are highly educated with 45.9% having college degrees or post-college education. They are also fairly affluent in relationship to both the general population and most PAPs. 28.5% have incomes over $50,000.

These figures shift somewhat among classical music performers. The proportion of Whites stay about the same, but Asians fall back to their population numbers. The proportion of highly educated persons increases to 52.3% among performers.

Classical music players are fine arts attenders, 78.6% for amateurs and 85.9% for amateur-professionals. Even among individuals whose hobby is playing classical music, art museums are the most frequently attended, then classical music concerts. They are high consumers of any type of live music performance in comparison with other PAPs.

Like other PAPs, classical music players are much more inclined to attend other cultural and artistic events than the general population, but on an average compared with other PAPS.

97.5% watch/listen to arts programs on the media, in particular classical music programs, 89.8%.

As expected, they listen to a variety of types of music, except rap. They are most likely to listen to classical music (over 80%), which is the first choice, followed closely by rock music.

Though 95.6% watch TV, they are among the least inclined to be heavy TV watchers of all the PAPs.

Exercise is their favorite non-artistic leisure time activity followed by gardening.

Art lessons punctuate their lives: 95.7% took art lessons sometime in their lifetime, 89.7% prior to age 18, the highest of any PAP, and 33% during the last year.

Opera Singers

Amateur opera singers comprise 1.2% of the adult population or 2.23 million persons. They rank 14th in popularity, next to last among the artistic hobbys studied.

This activity is composed primarily of women, 66.4% and is almost exclusivey White, 92%. Asians, however, are almost double their population numbers at 4.4%. The largest proportion are middle aged persons (45-64 years of age), and over 40% have had a college degree or post-college education. In fact of all PAPs, opera singers had fewer people with a high school degree or less.

Most are central city dwellers, 43.8% compared to 32.6% of the general population, and the majority are not affluent, but have incomes between $25-49,000. Opera singers have the second fewest number of people earning $50,000 or more of all PAP groups. This is striking when compared to those who attend live opera performances, who are the wealthiest of all benchmark art goers.

81.7% attend live benchmark arts performances, the most frequented being art museums, 59.1%. Curiously they are much more likely to go to musicals, 49.5%, classical music concerts, 52.5% and plays, 30.9% than attend live opera, 21.9%. However, their rate of live opera attendance is siginficantly higher than any of the other PAPs.

white, city dwellers

well educated, but not affluent

the music and art buffs -- they do more of everything than any other group

Well over 65% of them attend all the other cultural and artistic events, and 97.5% are art media participants. 90.5% listen/watch classical music, 70.3% musicals, and 45.3% plays -- the highest of all the PAPs on arts media participation.

Looking at the larger musical spectrum we find that compared with other PAPS, they are decidedly the music buffs. More of their numbers listen to the following musical forms than any of the other PAPS --classical, opera, show tunes, big band, bluegrass, ethnic/national music, folk, mood and easy listening, choral, hymms/gospel. 86% listen to classical music which they claim is their favorite type of music.

Opera singers rank the highest, 19.1%, among the PAPs who watch 5 or more hours of TV daily. They and ballet dancers have a strong affinity for gardening, 82% being thusly engaged. They are the least likely of all the PAPs to go to amusement parks, 52.4%.

96.2% of all amateur opera singers took art lessons sometime in their life, the highest proportion of all the PAPS. They are second only to classical music players in the proportion who took art lessons before 18 years of age, 86%.

Musical Theater/Operetta Singers

Amateur musical theater singers are 3.8% or 7.06 million persons, ranking 10th in popularity.

Similar to opera singers, females dominate this activity, 64.3%, and Whites at 89.4%. These are well educated folks, 42.2% having college degrees or more, and are quite affluent, 31.8% having incomes about $50,000 annually, one of the more affluent of the PAP groups. As with opera singers, the operetta/musical singers portray a surprisingly different demographic pattern compared to those that attend musical theater/operetta: attendees were one of the least affluent benchmark art attendee groups.

More of them who perform publicly are younger, 25-34 years of age, and less affluent than those who do not sing publicly.

female avocation

well educated, affluent

among top 5 PAP groups participating in live and media arts

those who are amateur-professionals are younger and less affluent than amateurs

77.2% of amateur operetta/musicals singers attend live fine arts performances, they are among the top five PAP who attend the most live performances. Art museums are most frequented followed by musicals.

A large proportion read literature, 85%, and 95.2% participate in arts media programs. 81.9% listen/watch classical music, and 60.5% to musicals on the media.

Those who sing musicals publicly are much more likely to attend live fine arts, 92%. Classical music concerts are their favorite, 68.3%, followed by attending art museums, 65.4%, then musicals, 45.4%.

Amateur musical theater singers are fond of many musical forms, though not as much as opera singers. About 70% or more listen to show tunes, mood and easy listening, big band, and classical, which is their first choice of musical forms.

Their favorite non-artistic leisure time activity is exercising; least favorites are going to professional sports events and outdoor activities.

A substantial number of amateur musical theater singers had art lessons during their lifetime, 95.1%, 83.1% prior to age 18.

Ballet Dancers

Ballet dancing is the least popular of all the personal arts activities, attracting only .2% of the population or .37 million adults. Only .03% claimed they dancer ballet publicly. (Because of the small response, use ballet figures as only rough estimates).

Too few respondents made demographic breakdowns unreliable, though we can make some informed guestimates as to who might favor this activity. It is probably composed of predominately younger, White, females. Ballet dancing requires good physical conditioning and on-going formal training. It is as much a discipline as an artistic hobby, and as such, less accessible.

The survey data, however, do suggest to us that amateur ballet dancers are fine arts attenders, almost 85%. In keeping with most PAPs and the general population, they favor museums and art galleries, 66.6%. Yet over 50% of their ranks attend musicals, ballet and classical music concerts. As would be expected, compared with the other PAPS, they are significantly the strongest ballet attenders, 52.4% (this figure may be somewhat high because of the response rate). Opera singers rank second among the PAPS in attending ballet performances at 20.7%.

high participation in almost everything

Amateur ballet dancers are movie goers, 91.9%, and read literature, 100% (obviously, probably not 100%, but none the less, very high). A large proportion attend arts/crafts fairs, 84.6%.

They are arts media participants, but not as strong as many of their fellow PAPs. As expected, 82.2% watch dance on TV, significantly more than any other PAP. They are also the most likely of all the PAPS, including amateur actors, to watch plays on the media, 56%. Amateur ballet dancers like a range of musical forms, their preferences by far being rock and regae (an anomoly?).

They are activity prone. As would be expected, 91.9% of their ranks exercise, the highest proportion among the PAPs. Also, compared with fellow PAPs, more of their ranks like to garden, 82.2%, attend amusement parks, 84.2%, and do charity work, 67.1%.

Unfortunately, the data are too sparce to tell us with any degree of certainty whether and to what extent amateur ballet dancers took art lessons. One can only surmise that they had art lessons, probably dance lessons, in their early years, and take them with some degree of regularity at present. Where else does one dance ballet as an adult except in a studio setting?

Dancers (Tap, Ballroom, Folk, Modern)

Dancing ranks 6th in popularity and is the most popular performing art hobby. It commands 8.1% of the population or 15.05 million persons.

rural residents

most popular of the performing PAPs

enjoy variety of music

More younger persons are involved in amateur dancing, 18-34 years, and more rural persons, 30.6%, which is 8 percentage points higher than the general population, 22.4%. Along with choir singers, it attracts the most rural residents of any of the PAPs. Otherwise, dancing is very normative, a pastime that reflects the demographics of the general population.

Dancers attend fine arts events in about the same proportion as most visual amateur artists, 67%, but

not as much as other musical PAP groups. Museum/gallery going is by far their favorite, 41.4%, followed by attendance at musicals, 28.9%, dance performances, 23.2%, and plays, 21.2%. Along with ballet dancers, they top the PAP ranking for attending live 'other' dance performances. While over half of their numbers attend other arts and cultural events, again, they are not as avid goers as many other PAPs.

However, a large proportion are arts media participants, 83.6%. Classical music and jazz share their interest with dance among activities on TV/VCR, and these two music types engage over 50% of dancers when radio and CDs/tapes are added in. Looking at the larger spectrum of musical forms, mood and easy listening and country western are prefered, with the latter being a strong first choice, similar to the preferences of the general population.

82.7% of amateur dancers have taken art lessons sometime during their lifetime. 66% took lessons prior to age 18, 29.1% during the last year, both about in the middle compared with other PAPs.

Choir/Glee Club Singers

Choir and glee club singing in a public performance or rehearsal (an amateur-professional activity) involves 6.7% of the population representing 12.45 million persons, and ranks 8th among the artistic hobbys studied. If the corresponding amateur only question had been asked, the figures would undoubtably be considerably larger. This activity likely includes a substantial number of people who sing in religious choirs.

demographics like general population, except more blacks and rural residents

among PAPs, one of lowest participation rates in all activities

hymns/gospel is favorite music

Women are predominantly drawn to this activity, 80.4%. Blacks are over-represented compared to their general population numbers (18.8% vs. 11.2%) probably reflecting the strong black choir tradition, Whites are about equal, 75.5% and Asian and Hispanics under-represented.

In comparison with the population, somewhat fewer are very old persons (75 years plus); they are slightly better educated; a few more are married; 8.6% more live in rural areas; and they tend to be less affluent.

Choir singers are among the lowest of all the PAPs in attending benchmark arts. 62.9% attend, the majority going to museums, then classical music concerts and musicals.

Similarily, while they attend other cultural and artistic events with greater frequency than the general population, they are lower than most of the other PAPS in this regard.

The same pattern of nominal participation vis a vis other PAPs is evidenced regarding art media participation: 79% participate, 62% listen and watch classical music, 49% jazz and 35% musicals.

Their musical preferences track with their involvement in choir/glee club. Hymms and gospel singing

are their preference, 77%, followed by mood and easy listening, 63.8%. Hymms and gospel are decidedly their first choice of musical forms.

While 79.% of amateur choir singers had art lessons during their lifetime, 66.2% prior to age 18, this is low for PAPs, especially those who are musically inclined. Only weavers/etc and potters/etc were lower. Choir/glee club singing is an activity that can be done with little or no training.

71.1% of amateur choir singers, in keeping with general populations trends, exercise, but not as much as other PAPs. Gardening is their second choice, 68.9%, and 65.4% do charity work, more than most other PAPs.

Actors

Actors (an amateur-professional activity) comprise 1.6% of the population or 2.97 million persons, and ranks 13th. If the corresponding amateur only question had been asked, the figures would undoubtably be considerably larger.

This activity appeals to the genders equally. Blacks are significantly over-represented (20.4% vs. 11.2% in the general population); Whites are consistent with their numbers in the population and Asians and Hispanics, under-represented. It appeals to younger persons rather than older, and to the well educated. While most amateur actors are in income brackets in about the same proportion as the population, 5% more have incomes over $75,000.

78.4% attend fine arts performances. Art museums are most attended, 54.6%, musicals are second, 47.7%, and attending plays, 42.6%. Only amateur opera singers attend plays with a higher frequency than actors, 47.8%. As would be expected amateur actors are particularly strong movie goers, 81.3%.

more younger people, blacks and well educated

high participation in arts and movies

almost 50% had lessons last year

91.7% are arts media participants, classical and jazz programs being their favorites. Curiously, only 30.3% watch or listen to plays on radio or TV, fewer than many other PAPS.

Their musical preferences gravitate to mood/easy listening and hymms/gospel, the latter being their first choice of musical forms. Is this due to the significant number of Blacks who are acting?

Exercise is their favorite non-artistic activity, 81.7%, followed by going to amusement parks, 67% and then doing charity work, 64.9%. Amateur ballet dancers and choir singers are the only PAPs who are more inclined to do charity work.

91.9% of amateur actors took art lessons during their lifetime, 79.1% prior to the age of 18. However, 49.7%, took lessons during the last year, the highest of all the PAPS. This may reflect a greater portion of aspiring actors among these hobbyists.

SECTION IV: PATTERNS AND HIGHLIGHTS OF PERSONAL ARTS PARTICIPANTS

Some noteworthy patterns emerge from the data, which are best illustrated by looking at the rank ordering of the PAPs according to attendance or participation in artistic and other activities and at summary tables of demographics.

Demographic Characteristics According to Specific Amateur Arts Activities

Sex: While amateur arts activities tend to be significantly more inhabited by women than by men (60.1% vs 39.9%), this discrepancy is reduced to some extent among amateur-professionals (58.2% vs 41.8%).

Table 18-A: Demographic Patterns Among Personal Arts Participants: SEX

	Male	Female	
general population	47.9%	52.1%	100.0%
weaving/quilting/sewing/etc	9.2%	90.8%	100.0%
pottery/ceramics/jewelry/etc	44.6%	55.4%	100.0%
photo/movie/video/etc	55.3%	44.7%	100.0%
painting/sculpture/etc	44.7%	55.3%	100.0%
creative writing	47.6%	52.4%	100.0%
compose music	71.5%	28.5%	100.0%
collected art last year	49.7%	50.3%	100.0%
perform jazz music	60.9%	39.1%	100.0%
play classical music	33.6%	66.4%	100.0%
sing opera music	32.9%	67.1%	100.0%
sing operetta/musicals	35.7%	64.3%	100.0%
sing in a choir, etc	39.6%	60.4%	100.0%
act in a play	49.7%	50.3%	100.0%
dance other (modern/etc)	47.1%	52.9%	100.0%
all amateurs	39.9%	60.1%	100.0%
all amateur-professionals	41.8%	58.2%	100.0%

Among amateurs, weaving is dominated by women (90.8%). And women comprise over 60% of four of the PAPs, all musically oriented: classical music players, opera singers, musical/operetta singers, and choir/glee club singers.

However, performing jazz and composing music are strongly male dominated artistic hobbys; photography is also enjoyed by significantly more men than women.

BEST COPY AVAILABLE

Education: All the PAPs, except weavers, are better educated than the general population; More weavers have had at least some college, but fewer have had post college education. All PAPs, except weavers and potters have had more post college education than the general population.

Table 18-B: Demographic Patterns Among Personal Arts Participants: EDUCATION

	High School or less	College: some or grad	Post College	
general population	55.2%	35.2%	9.7%	100.1%
weaving/quilting/sewing/etc	54.9%	37.3%	7.8%	100.0%
pottery/ceramics/jewelry/etc	46.7%	45.1%	8.3%	100.1%
photo/movie/video/etc	36.2%	46.5%	17.2%	99.9%
painting/sculpture/etc	40.2%	47.5%	12.3%	100.0%
creative writing	29.0%	52.9%	18.1%	100.0%
compose music	32.4%	54.7%	12.8%	99.9%
collected art last year	31.5%	45.9%	22.6%	100.0%
perform jazz music	30.2%	51.9%	17.9%	100.0%
play classical music	25.6%	55.8%	18.6%	100.0%
sing opera music	22.3%	57.5%	20.1%	99.9%
sing operetta/musicals	31.4%	47.8%	20.9%	100.1%
sing in a choir, etc	46.0%	41.3%	12.7%	100.0%
act in a play	41.4%	43.8%	14.8%	100.0%
dance other (modern/etc)	47.2%	41.4%	11.4%	100.0%
all amateurs	47.2%	40.5%	12.3%	100.0%
all amateur-professionals	41.5%	45.0%	13.5%	100.0%

Art collectors have the largest group of highly educated persons with more than 1 in 5 having some post college education. Opera singers have the largest number of people who have had at lest some college, over 77%; classical music players are right behind with almost 75% having had some college. In fact, for seven of the PAPs (opera and operetta/musical singers, classical and jazz players, composers, writers and art collectors), at least two thirds have had some college; this compares with only 45% of the general population who have education beyond high school.

Location: (Table on next page) Suburban residence is most common. Over 45% of the general population as well as amateurs, and over 40% of the amateur-professionals are suburban residents.

Amateur-professional arts participants are more likely than the general population and than amateurs to live in rural areas and smaller towns, 27.5% vs 22.4% vs 23.2%. Much of the amateur-professional rural residence is accounted for by choir singers (an amateur professional group). Potters and dancers also have strong rural contingents.

Creative writers, music composers, opera singers and actors are most likely to be found in central cities. In these groups, over 40% are urban dwellers.

Table 18-C: Demographic Patterns Among Personal Arts Participants: LOCATION

	City of SMSA	Suburbs of SMSA	Rural non-SMSA	
general population	32.6%	45.0%	22.4%	100.0%
weaving/quilting/sewing/etc	29.9%	44.5%	25.6%	100.0%
pottery/ceramics/jewelry/etc	28.8%	42.8%	28.4%	100.0%
photo/movie/video/etc	36.6%	44.3%	19.1%	100.0%
painting/sculpture/etc	33.5%	42.8%	23.8%	100.1%
creative writing	43.3%	41.7%	15.0%	100.0%
compose music	42.2%	38.0%	19.8%	100.0%
collected art last year	34.7%	43.5%	21.8%	100.0%
perform jazz music	35.8%	45.7%	18.4%	99.9%
play classical music	37.3%	41.8%	20.9%	100.0%
sing opera music	43.8%	36.2%	20.0%	100.0%
sing operetta/musicals	35.8%	42.4%	21.9%	100.1%
sing in a choir, etc	32.4%	36.6%	31.0%	100.0%
act in a play	43.8%	44.8%	11.5%	100.1%
dance other (modern/etc)	27.6%	41.9%	30.6%	100.1%
all amateurs	31.6%	45.2%	23.2%	100.0%
all amateur-professionals	31.9%	40.5%	27.5%	99.9%

Income: Looking at the collapsed income categories, we see that amateur arts participants tend to be more affluent than the general population.

Table 18-D: Demographic Patterns Among Personal Arts Participants: INCOME

	$0 - $24,999	$25,000 - $49,999	$50,000 and over	
general population	44.5%	36.6%	18.9%	100.0%
weaving/quilting/sewing/etc	46.6%	35.8%	17.6%	100.0%
pottery/ceramics/jewelry/etc	38.9%	43.8%	17.3%	100.0%
photo/movie/video/etc	31.5%	40.5%	28.0%	100.0%
painting/sculpture/etc	41.7%	36.1%	22.2%	100.0%
creative writing	44.5%	33.6%	22.0%	100.1%
compose music	50.0%	33.3%	16.7%	100.0%
collected art last year	31.1%	32.7%	36.2%	100.0%
perform jazz music	47.9%	32.4%	19.7%	100.0%
play classical music	33.3%	38.0%	28.7%	100.0%
sing opera music	35.0%	48.2%	16.8%	100.0%
sing operetta/musicals	32.1%	36.1%	31.8%	100.0%
sing in a choir, etc	43.0%	41.8%	15.2%	100.0%
act in a play	37.2%	38.6%	24.2%	100.0%
dance other (modern/etc)	44.1%	37.5%	18.5%	100.1%
all amateurs	40.4%	37.0%	22.6%	100.0%
all amateur-professionals	42.1%	38.7%	19.2%	100.0%

Contrary to what one might assume, amateur-professionals are on a par with the general population. This diverse group as a whole is neither particularly wealthy nor particularly modest financially.

However, individual PAPs differ significantly from the general population norms. While 18.9% of the general population is in the over $50,000 bracket, art collectors and operatta/musical singers have the highest number in this category, 36.2% and 31.8% respectively. Photographers and classical music players also have a high percentage of affluent folks, 28.0% and 28.7%.

Five of the PAP groups have considerably fewer numbers of people who make $50,000 or more than the general population. These groups are weavers, potters, composers, opera singers, and choir singers. However, four of these groups have a greater concentration of middle income folks than the general population: potters, opera singers, choir singers and dancers.

Three groups, music composers, jazz musicians, and weavers, have more people in the less affluent category than the general population. 50% of composers, 47.9% of jazz musicians, and 46.6% of the weavers earn less than $25,000. In the general population, 44.5% fall into this category. Composers appear to be the least well-off group, followed by weavers and jazz musicians.

Age: Amateurs as a group tend to parallel the general population in age with slight exceptions; there are fewer less seniors (65+) and fewer 18-24 year olds; the largest percentage of amateurs, 45.1%, are among baby boomers, in the 25-44 year old group. Amateur-professionals have less elderly and more young, with the middle age categories staying about the same.

Table 18-E: Demographic Patterns Among Personal Arts Participants: AGE

	18-24 yrs	25-44 yrs	45-65 yrs	65 + yrs	
general population	13.0%	44.2%	26.3%	16.5%	100.0%
weaving/quilting/sewing/etc	9.6%	44.1%	27.8%	18.4%	99.9%
pottery/ceramics/jewelry/etc	13.7%	53.0%	23.6%	9.8%	100.1%
photo/movie/video/etc	12.9%	53.6%	26.5%	7.1%	100.1%
painting/sculpture/etc	24.9%	46.8%	19.8%	8.5%	100.0%
creative writing	23.5%	42.8%	23.4%	10.3%	100.0%
compose music	22.6%	53.7%	20.7%	3.1%	100.1%
collected art last year	9.2%	50.6%	28.9%	11.3%	100.0%
perform jazz music	18.0%	52.4%	21.4%	8.2%	100.0%
play classical music	17.3%	37.8%	31.1%	13.8%	100.0%
sing opera music	8.8%	39.6%	37.6%	14.1%	100.1%
sing operetta/musicals	6.8%	47.8%	32.3%	13.1%	100.0%
sing in a choir, etc	10.2%	50.0%	29.9%	9.9%	100.0%
act in a play	22.0%	47.7%	24.2%	6.1%	100.0%
dance other (modern/etc)	17.8%	47.5%	19.3%	15.3%	99.9%
all amateurs	12.4%	45.1%	27.7%	14.8%	100.0%
all amateur-professionals	14.0%	45.7%	28.1%	12.2%	100.0%

Personal arts participation does not appeal to a large number of persons over the age of 65 years. Only weaving is higher than the general population, 18.4% vs 16.5%. Looking at participation of all those 45 years and older, opera singing commands the greatest following, with over 50% of all opera singers being 45 years or older. Operetta/musical singing and classical music playing join weaving as being the other PAP activities in which there is a greater percentage of 45 years and older persons than the general population.

In contrast, looking at the population of those under 45 years, composing music, painting, and performing jazz all attracted a significantly larger number of this age group than in the general population, 23.8%, 28.3%, and 29.6% respectively.

The largest group in the general population is the 25-44 year old group, 44.2%. This group includes the big share of the baby boomers (in 1992, baby boomers were 27-46 years old). Pottery, photographery, composing music, collecting art, and performing jazz, and singing in a choir all attracted more of this baby boom group than the relative strength in the population.

Several PAP activities attract a strong young adult following; 22% or more of all painters, creative writers, composers, and actors are 18-24 years old, compared to 13% of the general population.

Marital Status: With over 62% of their numbers married, weavers, art collectors and choir singers significantly beat the national average (59%) in this category.

Table 18-F: Demographic Patterns Among Personal Arts Participants: MARITAL STATUS

	Married	Widowed, Divorced or Separated	Never Married	
general population	58.9%	18.9%	22.3%	100.1%
weaving/quilting/sewing/etc	62.8%	22.4%	14.7%	99.9%
pottery/ceramics/jewelry/etc	58.6%	17.0%	24.5%	100.1%
photo/movie/video/etc	58.3%	16.2%	25.4%	99.9%
painting/sculpture/etc	49.2%	15.6%	35.2%	100.0%
creative writing	46.7%	19.6%	33.8%	100.1%
compose music	48.6%	16.4%	35.0%	100.0%
collected art last year	64.8%	16.2%	19.1%	100.1%
perform jazz music	49.2%	15.7%	35.1%	100.0%
play classical music	53.5%	18.2%	28.3%	100.0%
sing opera music	47.7%	30.3%	21.9%	99.9%
sing operetta/musicals	57.2%	22.2%	20.7%	100.1%
sing in a choir, etc	62.8%	18.8%	18.4%	100.0%
act in a play	47.5%	18.8%	33.7%	100.0%
dance other (modern/etc)	54.3%	19.2%	26.5%	100.0%
all amateurs	61.4%	18.1%	20.5%	100.0%
all amateur-professionals	58.7%	18.1%	23.2%	100.0%

Over 30% of all amateur painters, creative writers, music composers, jazz performers, and actors have never been married, mainly because they are young as mentioned above.

However, 30.3% of amateur opera singers have been widowed/divorced/separated; 22.4% of the weavers; and 22.2% of the operetta/musical theater singers. The national average for this category is 18.9%.

Race/Ethnicity: Whites are significantly over-represented among amateur arts participants. Whites compose 77.5% of the adult population. However, over 80% of amateur weavers, potters, photographers, painters, creative writers, and over 85% of art collectors, classical musicians, opera and operetta/musical theater singers are White.

Table 18-G: Demographic Patterns Among Personal Arts Participants: RACE/ETHNICITY

	White	Black	Asian	Hispanic	Native American	
general population	77.5%	11.2%	2.6%	8.3%	0.5%	100.1%
weaving/quilting/sewing/e	83.6%	6.8%	2.4%	7.0%	0.2%	100.0%
pottery/ceramics/jewelry/	83.2%	10.3%	1.3%	4.9%	0.3%	100.0%
photo/movie/video/etc	80.6%	10.8%	2.2%	6.1%	0.2%	99.9%
painting/sculpture/etc	85.4%	6.1%	2.8%	5.5%	0.2%	100.0%
creative writing	81.9%	9.2%	3.2%	5.3%	0.4%	100.0%
compose music	77.4%	13.8%	2.1%	6.6%	0.0%	99.9%
collected art last year	86.9%	7.5%	0.7%	4.6%	0.2%	99.9%
perform jazz music	78.4%	13.9%	4.4%	3.2%	0.0%	99.9%
play classical music	85.9%	6.5%	3.2%	4.5%	0.0%	100.1%
sing opera music	92.0%	2.6%	4.4%	1.0%	0.0%	100.0%
sing operetta/musicals	89.4%	5.3%	2.9%	2.4%	0.0%	100.0%
sing in a choir, etc	75.5%	18.8%	0.1%	4.7%	0.0%	99.1%
act in a play	75.1%	20.4%	0.0%	4.5%	0.0%	100.0%
dance other (modern/etc)	78.0%	10.6%	2.5%	8.5%	0.4%	100.0%
all amateurs	82.9%	8.4%	2.4%	6.1%	0.2%	100.0%
all amateur-professionals	81.6%	13.0%	1.1%	4.2%	0.1%	100.0%

More Blacks are drawn to acting (20.4%), choir/glee club singing (18.8%), jazz performing (13.9%), and composing music (13.8%) than their numbers in the general population (11.2%).

While Asians compose 2.6% of the adult population, a disproportionate number are involved in jazz performing and opera singing (4.4% each), creative writing and playing classical music (3.2% each).

Hispanics are consistently under-represented in amateur arts. The largest contingent are involved in other dance activities, 8.5%, only 0.2% more than their numbers in the population.

Likewise, Native Americans appear to be under-represented. They are best represented in creative writing and other dance. Their numbers are so small in the populationand in the survey, some caution should be used in interpreting their involvement in personal arts activities. Hispanics and Native Americans may be more involved in artistic activities than the SPPA survey picked up. The survey could not include the totality of artistic hobbys, such as basket weaving, in which they may have been much more involved.

In sum, many of our stereotypes of the type of person who is involved in a given arts activity is substantiated when looking at these demographic profiles. What is important, however, is that each artistic activity seems to have its own unique appeal. Each appears to draw and sustain a somewhat different type of person.

The bar charts (Figures D-1 through D-6) visually emphasize how different are the demographic profiles of those involved in different amateur activities. Six activities were chosen to emphasize the differences: **weaving**, creative **writing**, **composing** music, performing **jazz**, playing **classical** music, and **dancing** (other forms beside ballet).

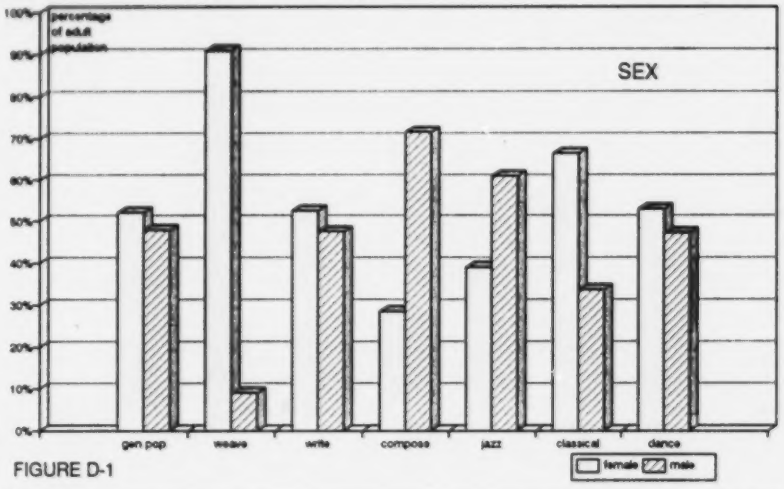

FIGURE D-1

Sex: Weavers and classical musicians are strongly dominated by female participants. Composing and jazz performing attract significantly more men.

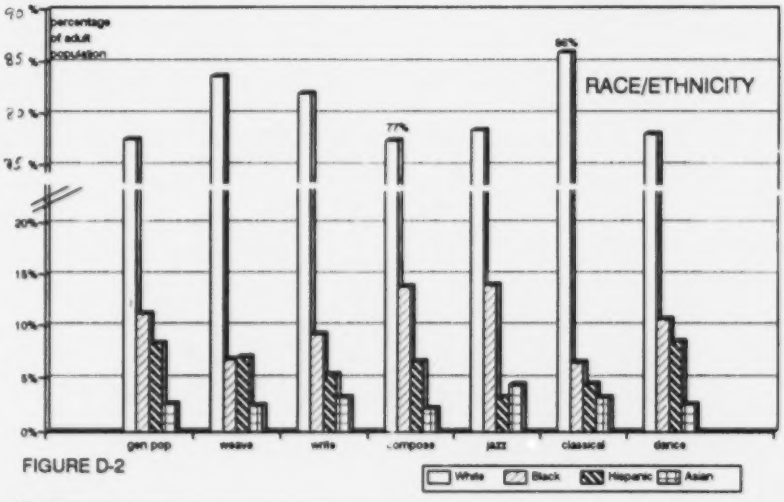

FIGURE D-2

Race/Ethnicity: Blacks are strong participants of composing music and playing jazz; Asians show a strong interest in non-ballet dance and tend to participate more than their numbers in the general population.

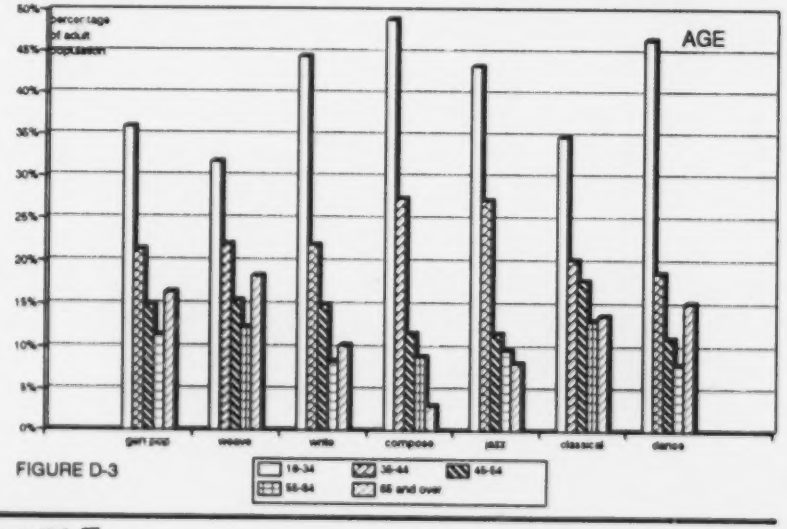

FIGURE D-3

Age: Classical musicians are closest to the general population age norms. Composing and dancing interest disproportionately more young people; weaving attracts a large contingent of individuals over 65 years.

BEST COPY AVAILABLE

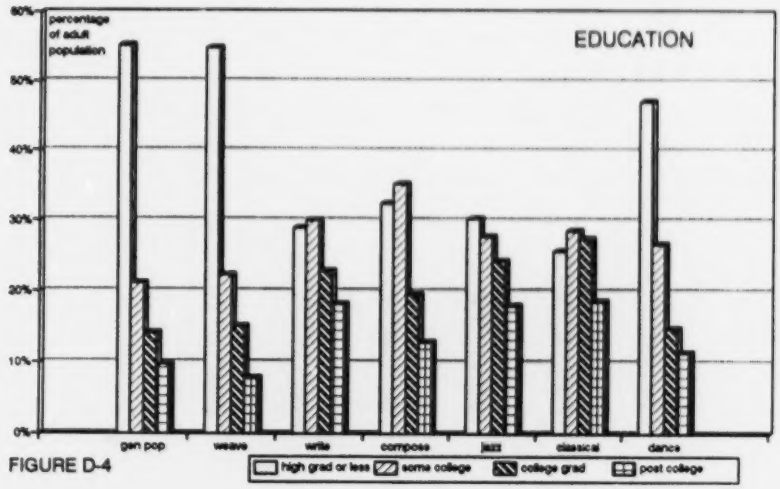

FIGURE D-4

Education: Weavers are very similar to the general population in educational attainment. Dance shows a similar pattern, but as a group had higher educational levels than the general population. The other four activities show significantly higher educational levels.

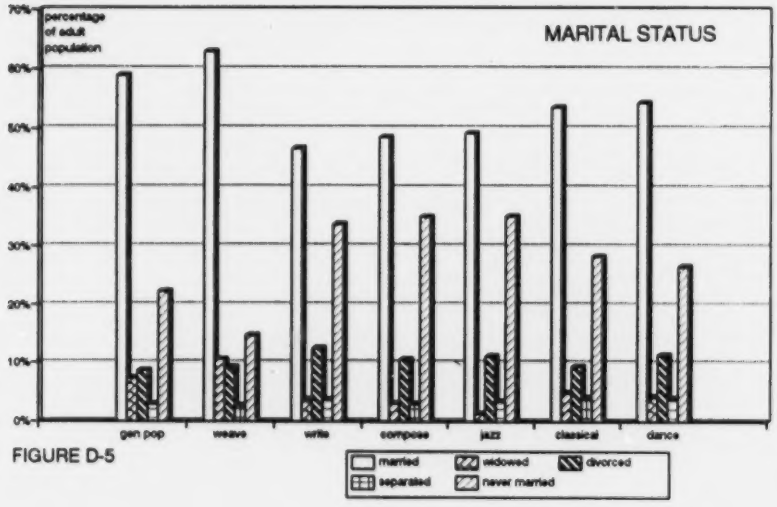

FIGURE D-5

Marital Status: Writers, composers, and jazz musicians show a much larger number of 'never married' among their ranks than the general population (probably due to their being younger) and a correspondingly lower number of 'married'.

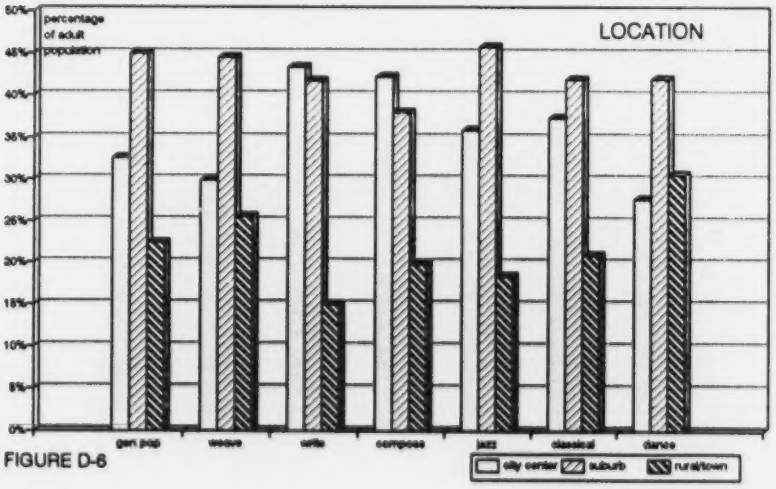

FIGURE D-6

Location: The location of weavers closely matches the general adult population. Writers, composors, jazz and classical musicians tend to be city dwellers; rural persons are less interested in these activities, but show interest in other dance forms.

PAP involvement in Attendence at the Benchmark Arts: Only 42.5% of the general population attended a live performance/event of one of the eight benchmark arts. That percentage is significantly higher for all PAPs.

Table 19: Rank Order (by percentage) of Personal Arts Participants Attending Live Benchmark Art Events

Rank	PAP Activity	Percentage Attending Any Benchmark Art
1.	Ballet Dancers	84.8%
2.	Jazz Performers	83.8%
3.	Opera Singers	81.7%
4.	Collectors of Original Art	79.7%
5.	Classical Music Players	78.6%
6.	Actors	78.4%
7.	Operetta/Musicals Singers	77.2%
8.	Creative Writers	71.8%
9.	Music Composers	71.0%
10.	Photographers/etc.	66.8%
11.	Painters/etc.	66.7%
12.	(Other) Dancers	67.0%
13.	Choir Singers	62.9%
14.	Potters/etc.	59.8%
15.	Weavers/etc.	51.4%
	general population (all adults)	42.5%
	all PAP amateurs	56.7%
	all PAP amateur-professionals	66.8%
	all visual PAP amateurs	57.9%
	all performing PAP amateurs	67.3%
	all visual PAP amateur-pros	66.9%
	all performing PAP amateur-pros	66.9%*

* 'performing PAP amateur-pros' picks up choir singers (which did not have an amateur-only component); this accounts for the slight drop from the 'performing PAP amateur' group.

Ballet dancers, jazz performers and opera singers are the most frequent benchmark arts attendees at 84.8%, 83.8% and 81.7% respectively. Weavers, potters, and choir singers are the least likely to attend a benchmark art, 51.4%, 59.8% and 62.9% respectively. Yet, all groups attend significantly more than the general population.

PAP attendance at Live Benchmark Arts

Some interesting patterns can be noted from the rank orderings for personal arts participants attending each of the eight benchmark arts.

Table 20: Rank Order of Personal Arts Participants Attending Live Performing Benchmark Arts Events

Rank	PAP Activity	Percentage Attending... Jazz Performance	PAP Activity	Percentage Attending... Classical Music
1.	Jazz Performers	56.6%	Opera Singers	52.5%
2.	Music Composers	35.0%	Ballet Dancers	51.0%
3.	Actors	27.9%	Classical Music Players	43.6%
4.	Collectors of Original Art	27.8%	Jazz Performers	40.2%
5.	Creative Writers	26.6%	Actors	39.0%
6.	Classical Music Players	25.4%	Operetta/Musical Singers	38.0%
7.	Operetta/Musical Singers	23.3%	Collectors of Original Art	30.7%
8.	Opera Singers	23.2%	Creative Writers	30.0%
9.	Photographers/etc.	20.1%	Choir Singers	29.2%
10.	(Other) Dancers	19.3%	Music Composers	25.9%
11.	Potters/etc.	19.3%	Photographers/etc.	24.0%
12.	Painters/etc.	18.4%	Painters/etc.	23.5%
13.	Choir Singers	16.9%	(Other) Dancers	19.7%
14.	Ballet Dancers	14.9%	Potters/etc.	17.4%
15.	Weavers/etc.	11.7%	Weavers/etc.	17.0%
	general population (all adults)	10.6%		12.5%
	all PAP amateurs	15.1%		17.9%
	all PAP amateur-professionals	21.5%		27.5%
	all visual PAP amateurs	15.5%		18.8%
	all performing PAP amateurs	20.7%		25.4%
	all visual PAP amateur-pros	21.6%		26.5%
	all performing PAP amateur-pros	22.2%		29.6%

Rank	PAP Activity	Percentage Attending... Opera	PAP Activity	Percentage Attending... Operetta/Musicals
1.	Opera Singers	21.9%	Ballet Dancers	52.1%
2.	Jazz Performers	12.9%	Opera Singers	49.5%
3.	Actors	12.3%	Actors	47.7%
4.	Operetta/Musical Singers	11.7%	Jazz Performers	44.2%
5.	Classical Music Players	9.8%	Operetta/Musical Singers	43.1%
6.	Collectors of Original Art	9.4%	Classical Music Players	40.0%
7.	Ballet Dancers	8.2%	Collectors of Original Art	39.4%
8.	Choir Singers	6.5%	Creative Writers	32.5%
9.	Creative Writers	6.0%	(Other) Dancers	28.9%
10.	(Other) Dancers	5.8%	Choir Singers	28.0%
11.	Photographers/etc.	5.4%	Painters/etc.	27.2%
12.	Potters/etc.	5.3%	Photographers/etc.	26.1%
13.	Painters/etc.	4.9%	Music Composers	24.7%
14.	Music Composers	4.9%	Potters/etc.	24.2%
15.	Weavers/etc.	4.2%	Weavers/etc.	22.7%
	general population (all adults)	3.3%		17.4%
	all PAP amateurs	4.6%		24.2%
	all PAP amateur-professionals	7.0%		30.1%
	all visual PAP amateurs	4.8%		24.9%
	all performing PAP amateurs	6.2%		31.5%
	all visual PAP amateur-pros	6.4%		28.8%
	all performing PAP amateur-pros	7.3%		32.1%

* Ballet Dancers are included in some but not in other tables in this section. They are such a small number of the general population (0.2%) that their participation figures are questionable. Where included, use the figures with caution.

Table 20 continued: Rank Order of PAPs Attending Benchmark Arts Events

Rank	PAP Activity	Percentage Attending... Ballet	PAP Activity	Percentage Attending... Other Dance
1.	Ballet Dancers	52.4%	Ballet Dancers	33.2%
2.	Opera Singers	20.7%	(Other) Dancers	23.2%
3.	Jazz Performers	16.0%	Actors	21.1%
4.	Operetta/Musical Singers	15.1%	Operetta/Musical Singers	20.6%
5.	Classical Music Players	14.9%	Opera Singers	19.0%
6.	Collectors of Original Art	12.9%	Jazz Performers	18.9%
7.	Creative Writers	12.6%	Music Composers	18.8%
8.	Actors	11.8%	Classical Music Players	16.6%
9.	Painters/etc.	9.2%	Collectors of Original Art	16.2%
10.	(Other) Dancers	8.6%	Creative Writers	15.2%
11.	Photographers/etc.	8.6%	Painters/etc.	14.4%
12.	Choir Singers	7.4%	Photographers/etc.	13.7%
13.	Music Composers	7.0%	Potters/etc.	13.0%
14.	Weavers/etc.	6.8%	Choir Singers	11.1%
15.	Potters/etc.	5.6%	Weavers/etc.	8.4%
	general population (all adults)	4.7%		7.1%
	all PAP amateurs	6.9%		9.8%
	all PAP amateur-professionals	8.4%		14.5%
	all visual PAP amateurs	7.1%		9.8%
	all performing PAP amateurs	9.9%		16.5%
	all visual PAP amateur-pros	8.4%		13.6%
	all performing PAP amateur-pros	8.4%		9.8%

Rank	PAP Activity	Percentage Attending... Plays	PAP Activity	Percentage Attending... Art Museums
1.	Actors	42.5%	Ballet Dancers	66.6%
2.	Collectors of Original Art	32.8%	Collecors of Original Art	62.1%
3.	Opera Singers	30.9%	Jazz Performers	61.1%
4.	Operetta/Musical Singers	30.2%	Opera Singers	59.1%
5.	Creative Writers	29.7%	Classical Music Players	58.8%
6.	Classical Music Players	29.4%	Actors	54.6%
7.	Jazz Performers	29.4%	Creative Writers	52.9%
8.	Ballet Dancers	24.9%	Operetta/Musical Singers	52.8%
9.	Photographers/etc.	22.4%	Painters/etc.	50.8%
10.	Choir Singers	22.2%	Photographers/etc.	49.8%
11.	Painters/etc.	21.5%	Music Composers	46.6%
12.	(Other) Dancers	21.2%	Potters/etc.	43.2%
13.	Music Composers	20.7%	(other) Dancers	41.4%
14.	Potters/etc.	20.7%	Choir Singers	38.7%
15.	Weavers/etc.	17.0%	Weavers/etc	32.5%
	general population (all adults)	13.5%		26.7%
	all PAP amateurs	18.8%		38.6%
	all PAP amateur-professionals	24.4%		45.2%
	all visual PAP amateurs	19.6%		40.4%
	all performing PAP amateurs	23.3%		43.7%
	all visual PAP amateur-pros	22.2%		50.2%
	all performing PAP amateur-pros**	26.0%		42.4%

*See note at bottom of previous table

Individuals who are involved as hobbyists in an art form are more likely to also attend live performances of that art form than PAPs who are not involved. That is, amateur jazz performers are by far the most likely of all PAPs to attend live jazz concerts; actors are the most likely to attend live plays; art collectors are most likely to attend art museums/galleries and art/craft fairs, and so forth.

The exceptions to this pattern are: (1) amateur musical theater/operetta singers who are the fifth most likely to attend live musicals. Ballet dancers, opera singers, actors and to some degree jazz performers are more frequent attendees of musical theater; and (2) approximately 8-9% less classical music players are likely to attend classical musicperformances than either opera singers or ballet dancers.

However, many personal arts participants do not attend fine arts events, even in those art forms they do as hobbyists. For example, only 56.6% of all amateur jazz performers attend live jazz concerts; only 42.5% of actors go to live plays; and only 21.9% of all amateur opera singers go to live opera performances.

Interestingly, for all of the fine arts, excluding dance and jazz, opera singers are the strongest attendees. They are the optimum arts attenders, the "culture vultures". *(Ballet dancers are a close second, but the reliability of the data is problematic because of such small response in that category.)*

Jazz performers are among the three top attendees of all the fine arts, except for attending plays and Other dance performances. Actors as well are among the top attendees of fine arts performances, excluding ballet and art museums.

At the other end of the spectrum are those who attend the fine arts the least -- weavers, potters and painters. This holds even for attendance at art museums/galleries which one would assume would be a strong attraction for them.

It seems that love of an art form alone is not the key factor in predicting attendance at its professional functions: being involved as a personal arts participant and benchmark arts attendance do not necessarily correlate.

PAP involvement in Other Cultural Activities: The SPPA survey asked questions on the following visual arts and cultural activities: art/craft fairs, historic parks/sites, and movies, and reading literature. These cultural/artistic activities are much more accessible than attending a fine arts event, which shows in their higher participation rates (See table on next page). In keeping with the pattern elsewhere in the arts, PAPs attend more than the general public and amateur-professionals attend even more than amateurs.

Ballet dancers are most likely compared with all other PAPs to go to arts/crafts fairs, to read literature and go to the movies. *(If the SSPPA data had a larger sample of ballet dancers and we could feel more comfortable about the reliability of the numbers, one wonders whether they, along with amateur opera singers, would emerge as the strongest arts participants. There is reason to believe this may be the case since data in other monographs shows that those who attend live ballet are second behind live opera goers as consumers of the arts. See, for example, the Opera/Musical Theater Monograph, also by Cherbo and Peters.)*

Table 21: Rank Order of Personal Arts Participants Attending Other Cultural/Artistic Events: Movies, Art/Craft Fairs, Historic Parks/Sites, and Reading Literature

Rank	PAP Activity	Percentage Who Go to... Movies	PAP Activity	Percentage Attending... Art/Craft Fair
1.	Ballet Dancers	91.9%	Ballet Dancers	84.6%
2.	Actors	81.3%	Collectors of Original Art	73.0%
3.	Jazz Performers	79.3%	Operetta/Musical Singers	69.7%
4.	Creative Writers	76.8%	Classical Music Players	68.8%
5.	Music Composers	76.0%	Opera Singers	66.0%
6.	Collectors of Original Art	74.8%	Painters/etc.	65.2%
7.	Photographers/etc.	74.8%	(Other) Dancers	62.7%
8.	Classical Music Players	74.6%	Potters/etc.	62.3%
9.	Painters/etc.	74.1%	Photographers/etc.	62.2%
10.	(Other) Dancers	74.1%	Jazz performers	61.7%
11.	Operetta/Musical Singers	72.4%	Creative Writers	61.7%
12.	Opera Singers	72.1%	Actors	61.2%
13.	Potters/etc	65.8%	Weavers/etc.	57.1%
14.	Choir Singers	65.5%	Choir Singers	54.9%
15.	Weavers/etc.	59.5%	Music Composers	52.1%
	general population	59.0%		40.7%
	all PAP amateurs	65.9%		55.3%
	all PAP amateur-professionals	67.4%		61.4%
	all visual PAP amateurs	65.7%		57.4%
	all performing PAP amateurs	70.1%		60.8%
	all visual PAP amateur-pros	65.9%		67.5%
	all performing PAP amateur-pros*	69.8%		58.1%

Rank	PAP Activity	Percentage Attending... Historic Parks/Sites	PAP Activity	Percentage Reading... Literature
1.	Opera Singers	68.4%	Ballet Dancers	100%**
2.	Classical Music Players	65.8%	Opera Singers	86.3%
3.	Operetta/Musical Singers	65.8%	Operetta/Musical Singers	85.0%
4.	Jazz performers	64.0%	Classical Music Players	84.4%
5.	Collectors of Original Art	63.1%	Collectors of Original Art	80.4%
6.	Actors	61.9%	Creative Writers	80.2%
7.	Ballet Dancers	59.1%	Jazz Performers	78.0%
8.	Creative Writers	57.1%	Actors	77.3%
9.	Painters/etc.	56.3%	Painters/etc.	74.6%
10.	Potters/etc.	55.3%	Music Composers	73.8%
11.	Photographers/etc.	54.7%	Photographers/etc.	72.1%
12.	Music Composers	52.2%	Choir Singers	70.6%
13.	(Other) Dancers	50.7%	Weavers/etc.	70.1%
14.	Choir Singers	45.8%	Potters/etc.	68.3%
15.	Weavers/etc.	43.3%	(Other) Dancers	67.6%
	general population	34.5%		54.2%
	all PAP amateurs	46.4%		66.9%
	all PAP amateur-professionals	52.9%		71.2%
	all visual PAP amateurs	48.1%		69.7%
	all performing PAP amateurs	52.4%		71.8%
	all visual PAP amateur-pros	57.8%		72.1%
	all performing PAP amateur-pros*	49.6%		71.6%

*see note at bottom of table, page 74

** Ballet Dancers is such a small category that 100% is probably not correct. However, it is likely that a very high percentage do read literature.

Musical theater singers, classical music players, and opera singers emerge near the top on attendance at all the cultural activities, except going to movies. Weavers, potters, and choir singers emerge on the low end of these activities.

PAP involvement in the Arts via the Media: "Arts via the Media" includes watching and listening to fine arts programs on TV, VCR, radio, tape, and CD's. *(More detail on arts in the media can be found in the Tables B-1 through B-7 in Appendix D.)*

Table 22: Rank Order (by percentage) of Personal Arts Participants Involved in Arts via the Media

Rank	PAP Activity	Percentage Participating in the Arts via Media
1.	Opera Singers	97.5%
2.	Classical Music Players	96.7%
3.	Operetta/Musical Singers	95.2%
4.	Jazz Performers	94.2%
5.	Actors	91.7%
6.	Collectors of Original Art	91.5%
7.	Music Composers	90.9%
8.	Creative Writers	86.4%
9.	Painters/etc.	85.1%
10.	(Other) Dancers	83.6%
11.	Ballet Dancers	82.2%
12.	Photographers/etc.	82.1%
13.	Choir Singers	79.0%
14.	Potters/etc.	74.7%
15.	Weavers/etc.	71.5%
	general population	65.1%
	all PAP amateurs	75.0%
	all PAP amateur-professionals	81.4%
	all visual PAP amateurs	76.1%
	all performing PAP amateurs	84.4%
	all visual PAP amateur-pros	82.5%
	all performing PAP amateur-pros	80.8%* see note on previous tables

Amateur opera singers rank the highest in arts media participation (97.5%). Considering their predominance as fine arts attendees, strong participants in other artistic and cultural affairs, and predominance as arts media participants, opera singers clearly are THE ART BUFFS! *(Unfortunately, the data are too scarce to allow us to look reliably at ballet dancers who also might be strong art buffs.)*

Those who are involved in music (opera, classical music, operetta/musicals and jazz) are the most likely to consume the arts via media (at about 95% or higher likelihood). In general, PAPs involved in musical activities (excepting choir singers) tend to be stronger participants than other performing arts (actors and dancers), who in turn are stronger participants than PAPs involved in visual arts activities (except art collectors). Individuals who publicly perform or display art (amateur-professionals) are stronger participants than those who are amateurs. (See specific numbers in the tables in Appendix D).

The weavers, potters and choir singers are again at the bottom. They are least likely of the PAPs in terms of arts media participation (in the 70%-80% participation range), but still are significantly more likely than the general population (at 65.1%) to watch/listen to the arts via media.

PAP involvement in Leisure Activities: Questions asked were on exercising, gardening, going to amusement parks, doing home improvements, actively playing a sport, attending a sports event participating in outdoor activities, and doing charitable activities.

Table 23: Rank Order of Personal Arts Participants Who are Involved in Selected Leisure Activities

Rank	PAP Activity	Percentage Who... Exercise	PAP Activity	Percentage Who... Garden
1.	Ballet Dancers	91.9%	Ballet Dancers	82.2%
2.	Jazz Performers	84.1%	Opera Singers	82.0%
3.	Collectors of Original Art	83.2%	Potters/etc.	76.5%
4.	Photographers/etc.	83.1%	Collectors of Original Art	76.2%
5.	Actors	81.7%	Weavers/etc.	76.1%
6.	Painters/etc.	80.4%	Classical Music Players	72.2%
7.	Operetta/Musical Singers	80.0%	Operetta/Musical Singers	70.3%
8.	(Other) Dancers	79.7%	Choir Singers	68.9%
9.	Classical Music Players	78.8%	Photographers/etc.	68.0%
10.	Creative Writers	76.5%	Painters/etc.	65.9%
11.	Music Composers	76.4%	Creative Writers	64.7%
12.	Potters/etc.	75.5%	(Other) Dancers	63.1%
13.	Opera Singers	74.8%	Jazz Performers	62.9%
14.	Choir Singers	71.1%	Actors	60.6%
15.	Weavers/etc.	68.3%	Music Composers	48.0%
general population		59.7%		54.7%
all PAP amateurs		71.3%		67.1%
all PAP amateur-professionals		74.7%		67.4%
all visual PAP amateurs		72.7%		70.4%
all performing PAP amateurs		77.0%		65.4%
all visual PAP amateur-pros		78.2%		72.7%
all performing PAP amateur-pros*		74.3%		64.1%

Rank	PAP Activity	Percentage Who Go to Amusement Parks	PAP Activity	Percentage Who Do Home Improvements
1.	Ballet Dancers	84.2%	Collectors of Original Art	72.6%
2.	Jazz Performers	70.8%	Opera Singers	69.6%
3.	(Other) Dancers	70.7%	Photographers/etc.	67.8%
4.	Photographers/etc.	68.1%	Operetta/Musical Singers	67.6%
5.	Actors	67.0%	Ballet Dancers	67.4%
6.	Painters/etc.	66.0%	Potters/etc.	65.0%
7.	Potters/etc.	65.9%	Painters/etc.	61.0%
8.	Music Composers	65.2%	Classical Music Players	60.3%
9.	Classical Music Players	63.0%	(Other) Dancers	57.5%
10.	Creative Writers	62.4%	Jazz Performers	56.8%
11.	Choir Singers	61.9%	Choir Singers	56.3%
12.	Operetta/Musical Singers	61.5%	Creative Writers	54.7%
13.	Collectors of Original Art	61.2%	Music Composers	53.0%
14.	Weavers/etc.	54.5%	Weavers/etc.	52.5%
15.	Opera Singers	52.4%	Actors	46.6%
general population		50.2%		47.6%
all PAP amateurs		57.6%		56.3%
all PAP amateur-professionals		62.2%		58.5%
all visual PAP amateurs		57.3%		58.3%
all performing PAP amateurs		64.0%		57.6%
all visual PAP amateur-pros		61.9%		63.7%
all performing PAP amateur-pros*		63.6%		54.2%

Table 23 - Continued: Rank Order of PAPs Involved in Leisure Activities

Rank	PAP Activity	Percentage Who... Play Sports	PAP Activity	Percentage Who... Go to Sports Events
1.	Music Composers	65.2%	Collectors of Original Art	59.3%
2.	Jazz Performers	61.1%	Actors	57.6%
3.	Photographers/etc.	59.3%	Jazz Performers	54.5%
4.	Ballet Dancers	58.6%	Photographers/etc.	54.1%
5.	Collectors of Original Art	57.9%	Music Composers	53.9%
6.	Actors	57.6%	(Other) Dancers	52.1%
7.	(Other) Dancers	57.2%	Opera Singers	51.3%
8.	Opera Singers	56.4%	Creative Writers	51.2%
9.	Creative Writers	56.2%	Ballet Dancers	50.4%
10.	Classical Music Players	55.5%	Operetta/Musical Singers	50.4%
11.	Operetta/Musical Singers	55.1%	Classical Music Players	48.8%
12.	Painters/etc.	52.7%	Painters/etc.	47.9%
13.	Potters/etc.	50.2%	Potters/etc.	47.8%
14.	Choir Singers	47.0%	Choir Singers	47.2%
15.	Weavers/etc.	33.4%	Weavers/etc.	34.9%
	general population	38.8%		36.8%
	all PAP amateurs	44.1%		43.0%
	all PAP amateur-professionals	49.3%		48.9%
	all visual PAP amateurs	43.9%		43.6%
	all performing PAP amateurs	50.9%		47.9%
	all visual PAP amateur-pros	49.7%		51.3%
	all performing PAP amateur-pros*	49.3%		48.9%

Rank	PAP Activity	Percentage Who Do Outdoor Activities	PAP Activity	Percentage Who Do Charitable Activities
1.	Photographers/etc.	59.1%	Ballet Dancers	67.1%
2.	Collectors of Original Art	57.3%	Choir Singers	65.4%
3.	Actors	56.3%	Actors	64.9%
4.	Potters/etc.	54.3%	Operetta/Musical Singers	58.9%
5.	Opera Singers	53.8%	Opera Singers	57.4%
6.	Creative Writers	53.6%	Collectors of Original Art	55.1%
7.	Painters/etc.	53.6%	Classical Music Players	53.5%
8.	Music Composers	52.2%	Jazz Performers	52.5%
9.	Jazz Performers	51.5%	Creative Writers	51.2%
10.	Ballet Dancers	51.1%	Photographers/etc.	48.1%
11.	Operetta/Musical Singers	51.1%	Music Composers	48.1%
12.	(Other) Dancers	50.9%	Painters/etc.	47.9%
13.	Classical Music Players	48.6%	(Other) Dancers	47.2%
14.	Choir Singers	44.7%	Potters/etc.	45.1%
15.	Weavers/etc.	38.1%	Weavers/etc.	44.2%
	general population	34.1%		32.6%
	all PAP amateurs	42.7%		42.5%
	all PAP amateur-professionals	47.4%		57.5%
	all visual PAP amateurs	44.4%		43.3%
	all performing PAP amateurs	46.1%		52.4%
	all visual PAP amateur-pros	51.5%		57.5%
	all performing PAP amateur-pros*	46.6%		61.0%

* see note on previous tables

Exercising is an American pastime. It is the strongest of all leisure time activities, engaging almost 60% of the general population and on average 71.3% of the PAPs. The rank order of leisure time

preferences among PAPs track those of the general population, only a larger percentage of PAPs are involved in each activity. The rank order is exercising, gardening, going to amusement parks, doing home improvements, playing sports, going to sports events, doing outdoor activities, and doing charity work.

On seven of the leisure activities, weavers, once again, are among the least active, sometimes even less so than the general population. The exception is gardening in which they rank 5th among the 15 PAPs at over 76%. Choir singers are among the least likely to be engaged in most of the activities except gardening, where they rank 8th at 69%, and doing charity work, where they rank second at 65.4%.

It appears that ballet dancers are the most active on five of these activities, although the data may be unreliable. Both playing sports and going to professional sporting events appeal in particular to art collectors, photographers and jazz performers.

Actors are the least likely of all PAPs to do home improvements; music composers to garden; and opera singers to go to amusement parks.

Art Classes/Lessons Taken by PAPs: Questions were asked about certain types of lessons and classes taken in the arts at any time, before and after age 18, and last year. (Appendix D has data for lessons taken after age 18.)

Table 24: Rank Order of Personal Arts Participants Who had Arts lessons

Rank	PAP Activity	Percentage Who Have Had Lessons at Anytime	PAP Activity	Percentage Who Had Lessons Before Age 18
1.	Opera Singers	96.2%	Classical Music Players	89.[illegible]%
2.	Classical Music Players	95.7%	Opera Singers	86.[illegible]
3.	Operetta/Musical Singers	95.1%	Jazz Performers	85.8%
4.	Jazz Performers	94.9%	Operetta/Musical Singers	83.1%
5.	Music Composers	92.4%	Music Composers	83.0%
6.	Actors	91.9%	Actors	79.1%
7.	Painters/etc.	89.0%	Painters/etc.	76.5%
8.	Creative Writers	87.3%	Creative Writers	75.0%
9.	Collectors of Original Art	86.8%	Photographers/etc.	72.0%
10.	(Other) Dancers	82.7%	Collectors of Original Art	69.9%
11.	Photographers/etc.	82.7%	Choir Singers	66.2%
12.	Choir Singers	79.5%	(Other) Dancers	66.0%
13.	Potters/etc.	76.5%	Potters/etc.	64.5%
14.	Weavers/etc.	69.9%	Weavers/etc.	60.0%
15.	Ballet Dancers	**	Ballet Dancers	**
general population		57.4%		46.7%
all PAP amateurs		73.5%		60.8%
all PAP amateur-professionals		83.9%		70.8%
all visual PAP amateurs		74.7%		62.3%
all performing PAP amateurs		84.3%		71.0%
all visual PAP amateur-pros		84.9%		75.2%
all performing PAP amateur-pros*		84.2%		69.9%

* see note on previous tables

Rank	PAP Activity	Percentage Who Had Lessons Last Year
1.	Actors	49.7%
2.	Jazz Performers	43.6%
3.	Music Composers	42.9%
4.	Opera Singers	34.5%
5.	Painters/etc.	33.7%
6.	Classical Music Players	33.0%
7.	Operetta/Musical Singers	30.1%
8.	(Other) Dancers	29.1%
9.	Creative Writers	28.5%
10.	Photographers/etc.	25.4%
11.	Choir Singers	24.7%
12.	Collectors of Original Art	24.3%
13.	Potters/etc.	18.3%
14.	Weavers/etc.	11.8%
15.	Ballet Dancers	**

	Had Lessons Last Year
general population	8.6%
all PAP amateurs	15.1%
all PAP amateur-professionals	27.6%
all visual PAP amateurs	15.3%
all performing PAP amateurs	25.9%
all visual PAP amateur-pros	30.8%
all performing PAP amateur-pros*	30.0%

* see note on previous tables

Arts lessons and classes distinguish personal arts participants from the general population as well as from one another. While some artistic hobbys require extensive training to participate, others do not. However, some artistic hobbys that could require extensive training have participants who have not been inclined to do so. Taking art lessons can refer to lessons in any art (music, ballet, dancing, acting, visual arts, creative writing, art and music appreciation) including an art other than one's own hobby.

Of the general population 57.4% have had an art lesson/class at some point during their lifetime. The percentage increases to 73.5% of amateur PAPs and 83.9% of amateur-professional PAPs.

Having art lessons sometime during their lifetime differentiates all the PAPs: over 90% of opera singers, classical music players, musical theater/operetta singers, jazz performers, and actors have had lessons. The PAPs least likely to have had art lessons are choir singers, potters/etc, and weavers/etc.

As well, over 60% of the amateurs and over 70% of the amateur-professionals, in contrast to 46.7% of the general population, were introduced to art lessons before age 18. Once again, classical music players, opera singers, musical theater/operetta singers, jazz performers, and music composers are the most likely to had had early lessons; weavers, potters, other dancers, and choir singers, the least likely.

The picture alters somewhat regarding those who have taken art lessons during the last year. Only 8.6% of the general population, 15.1% of the amateurs, and 27.8% of the amateur-professionals did so. Actors were the most likely to have taken a lesson last year (almost 50% did); jazz performers and music composers, the next most likely, 43.6% and 42.9% respectively.

Again weavers and potters are the lowest of the PAPs. Clearly both these groups are not inclined to take art lessons either in their own hobby or in another. These two artistic hobbys could command on-going instruction, but do not do so for a large segment of their population. They are probably amateur, cottage industries, locally taught and practiced.

Summary: Well over half of all adult Americans (107.6 million) reported that they were actively involved in artistic pursuits, whether on a purely avocational basis or more seriously. More people are involved in the arts on a personal basis than go to amusement parks or attend a professional sporting event. Only watching TV, exercising and going to the movies attract more adult Americans. Many adults participated in more than one personal art activity: 48.3 million were involved in 2-4 activities and 6.5 million in 5 or more.

The individual activities attracted considerably different types of people, creating different profiles for different activities. Opera singers and Ballet dancers are involved in lots of arts activities -- they are the ART BUFFS. Weavers/quilters are the least involved in arts activities. These personal art activities attract differing segments of the population. This variation shows that the arts attract widely diverse groups of people, .

FOOTNOTES

1. Many of the questions centered around eight art forms in 1992 (seven art forms in 1982) which are called the "benchmark arts" throughout the SPPA monogrtaph series. The eight are:

jazz music	theater (stage plays, non-musical)
classical music	ballet
opera	(other) dance (not asked in 1982)
musical theater/operetta	art museums/galleries

The benchmark arts are artistic disciplines that the National Endowment for the Arts has been interested in and has sought information about for many years. In the SPPA surveys these arts have formed the nucleus around which many questions have been based: did you attend a live event/performance of the art last year: did you watch/listen to the art on the media (TV/VCR, radio, recordings); would you like to go more to live events/performances of the arts. Questions about personal arts participation looked at a broader selection of art forms/disciplines than the benchmark arts and included singing in a choir/choral group/glee club, creative writing, composing music, and four fairly broad categories of creation of visual arts. In addition there were questions about literature, and participation in other cultural and leisure activities.

Throughout this monograph percentages are shown with one decimal place. This may imply more accuracy in the numbers given than is warranted. Many of the personal arts categories were activities in which only 1% or 2% of the population participated. Furthermore these questions were asked of only 1/2 of the sample. Therefore, in a number of cases, when looking a portions of a category the numbers get so small as to be somewhat unreliable. This is especially true for the category of dancing ballet. Even when the percentages are relatively high, it is wise always to remember that there is possible sample error and to use any figure as an approximation. See also Appendix E on methodology and sampling error.

2. See footnote 1 for definition of "benchmark arts".

3. National Cultural Alliance, *The Importance of the Arts and Humanities to American Society*: A Nationwide Survey Of the American Public, conducted by Research & Forecasts (NY, NY), February 1993, Washington DC. This survey of the views and opinions of American adults was conducted to build an understanding of the importance and availability of the Arts and Humanities in daily lives.

4. Cutler, Blayne, "Where Does the Free Time Go?", *American Demographics*, November 1990.

APPENDIX A: PROFESSIONAL ARTISTS

The questions in the SPPA surveys about amateur-professional activities do not address the question of whether someone is "professional" or is employed as an artist or is paid for what he/she does. They address only whether the art activity was "publicly displayed" or "performed for a public performance or rehearsal of a public performance"(also see 1992 questionnaire in Appendix B). Therefore, they include four categories of people involved seriously in the arts: (1) those who receive no pay, such as a community or college performance or exhibition; (2) those who are paid but have another primary occupation (art may be a serious avocation for them; (3) those who are paid and would like to be an artist as their primary occupation but can't "make it" and work as a waiter or cab driver, etc.; and (4) those who are fortunate to be able to make a living from their artistic work. There are some reliable national figures for the last group, the number of employed artists in the U.S. Labor Force.[1] These are people whose primary occupation is in an artistic occupation. The figures below show the 1990 civilian labor force in the U.S. Several categories invite rough comparison to the SPPA 1992 data:

U.S. Civilian Labor Force: 1990	
Total Labor Force	123,044,450
Actors/Directors	109,573
Announcers	60,270
Architects	156,874
Authors	106,730
Dancers	21,913
Designers	596,802
Musicians/Composers	148,020
*	
Painters/sculptors/craft artists/printmakers	212,762
Photographers	143,520
*	
Teachers of arts	21,393
Other artists	93,421
Total number of civilians whose primary occupation is artist	1,671,278

SPPA Amateur-Professional Categories: 1992	
Total Adult Population	185,838,000
Actors	2,973,000
*	
*	
Authors/writers	1,673,000
Ballet/other dancers	2,286,000
*	
Classical/jazz musicians composers	4,460,000
Opera/musicals/choral singers	14,310,000
Painters/sculptors/printmakers/ potters/ceramics/jewelry/etc.	6,876,000
Photographers/movie/video	3,159,000
Weavers/quilters/sewing/etc.	4,460,000
*	
*	
Total: adding of categories above (includes overlap)	40,197,000
Est. of total Amateur-professional artists responding to at least one of the above categories (no overlap)	28,247,000

The numbers from these two data bases show that less than one person in 25 who publicly displays/performs their work actually makes a living from their artistic talent. In fact according to another survey on artists (primarily visual artists), under 1/3 of those who were artists got over 50% of their household income from artistic endeavors.[2] Subtracting out the employed artists, over 25 million other adults are seriously involved in the arts so that their products are displayed or performed for the public.

1 See National Endowment for the Arts, *Research Division Note #40*, August 1993 on *Artists in the Labor Force by Occupation, 1970-1990.* (data from the Bureau of the Census)

2 Peters, Monnie and Sarah Foote Cohen, *Study of the Health Coverage and Health-Care Needs of Originating Artists in the United States.* American Council for the Arts, New York, 1991. See table A-18; The artists in this survey had been identified by State Art Agencies and would have been a more artistically successful group than the wider group of amateur-professionals picked up by the SPPA survey. Of the 874 artists responding to the appropriate questions, 278 had more than 50% of their household income from artistic endeavors.

APPENDIX B: COPIES OF 1982 and 1992 SPPA QUESTIONNAIRES

copy of 1982 questionnaire (several pages)

APPENDIX B-CONTINUED: COPIES OF 1982 and 1992 SPPA QUESTIONNAIRES

copy of 1992 questionnaire (several pages)

APPENDIX C: REFERENCES TO OTHER ANALYSES OF 1992 SPPA DATA

Overview Analysis

Arts Participation in America: 1982-1992. Research Division Report #27, National Endowment for the Arts. Prepared by Jack Faucett Associates and compiled by John P. Robinson, October 1993.

Secondary Analyses

14 other monographs

Other Analyses/articles

American demographic article by John Robinson and Nick Zill, etc...

APPENDIX D: ADDITIONAL TABLES AND DATA (not discussed in main text)

The following tables give additional detailed information that is summarized in the text.

List of Tables (all 1992 data except tables AA-1 and AA-2)

A-1 - A-4	Demographic Characteristics
AA-1 - AA-2	Demographic Characteristics (1982)
B-1 - B-7	Participation in Arts Activites
	Attendance at Live Benchmark Arts and at other Arts Activities
	Participation in the Arts via Media
C-1 - C-4	Leisure Time Activities
D-1 - D-2	Lessons/Classes in the Arts
E-1 - E-2	Music Preferences
F-1 - F-2	First Choice in Music
G-1 - G-2	Artistic Hobbys

TABLE A-1: Demographic Characteristics: Amateur Arts Participants, 1992

	General Population	<---------- CREATE ----------> Pottery ceramics metalwork jewelry etc	Weaving quilting needlepoint sewing,etc	Photos movies video-tapes	Painting drawing sculpture printmaking	Creative Writing	Compose Music**	Own Original Art	Purchased /Acquired Art last year
General Population		8.4%	24.8%	11.7%	9.7%	8.6%	2.1%	22.2%	7.2%
	Of the percentage of the adult U.S. population that created the various arts (shown above), the breakout according to demographic factors is given below. For example, of the 24.8% of the population that created weavings/quiltings,etc, 9.2% were male and 90.8% were female.								
Sex									
Male	47.9%	44.6%	9.2%	55.3%	44.7%	47.6%	71.5%	47.3%	49.7%
Female	52.1%	55.4%	90.8%	44.7%	55.3%	52.4%	28.5%	52.7%	50.3%
Race									
White	77.5%	83.2%	83.6%	80.6%	85.4%	81.9%	77.4%	99.1%	86.9%
Black	11.2%	10.3%	6.8%	10.8%	6.1%	9.2%	13.8%	0%	7.5%
Native American	0.5%	0.3%	0.2%	0.2%	0.2%	0.4%	0.0%	0.2%	0.2%
Asian	2.6%	1.3%	2.4%	2.2%	2.8%	3.2%	2.1%	0.9%	0.7%
Hispanic	8.3%	4.9%	7.0%	6.1%	5.5%	5.3%	6.6%	3.8%	4.6%
Age									
18-24 years	13.0%	13.7%	9.6%	12.9%	24.9%	23.5%	22.6%	7.8%	9.2%
25-34 years	22.8%	26.4%	22.1%	29.2%	23.7%	20.9%	26.3%	19.6%	23.8%
35-44 years	21.4%	26.6%	22.0%	24.4%	23.1%	21.9%	27.4%	25.9%	26.8%
45-54 years	14.9%	15.7%	15.5%	17.0%	13.1%	15.0%	11.7%	19.3%	19.3%
55-64 years	11.4%	7.9%	12.3%	9.5%	6.7%	8.4%	9.0%	13.3%	9.6%
65-74 years	9.9%	7.4%	11.5%	5.8%	5.8%	7.8%	2.6%	9.0%	7.8%
75 + years	6.6%	2.4%	6.9%	1.3%	2.7%	2.5%	0.5%	5.0%	3.5%
Education									
0-some high sch	17.7%	10.4%	16.7%	6.3%	6.4%	4.7%	4.3%	6.4%	6.7%
High school grad	37.5%	36.3%	38.2%	29.9%	33.8%	24.3%	28.1%	25.7%	24.8%
Some College	21.1%	30.0%	22.3%	26.7%	29.6%	30.0%	35.2%	26.3%	25.6%
College Grad	14.1%	15.1%	15.0%	19.8%	17.9%	22.9%	19.5%	21.2%	20.3%
Post College	9.7%	8.3%	7.8%	17.2%	12.3%	18.1%	12.8%	20.4%	22.6%
Marital Status									
Married	58.9%	58.6%	62.8%	58.3%	49.2%	46.7%	48.6%	65.4%	64.8%
Widowed	7.3%	1.9%	10.6%	3.4%	2.9%	3.7%	3.0%	5.0%	3.4%
Divorced	8.7%	11.9%	9.2%	8.8%	10.5%	12.4%	10.5%	9.4%	10.0%
Separated	2.9%	3.2%	2.6%	4.0%	2.2%	3.5%	2.9%	2.7%	2.8%
Never Married	22.3%	24.5%	14.7%	25.4%	35.2%	33.8%	35.0%	17.6%	19.1%
Location									
Central City/SMSA	32.6%	28.8%	29.9%	36.6%	33.5%	43.3%	42.2%	32.4%	34.7%
Suburbs/SMSA	45.0%	42.8%	44.5%	44.3%	42.8%	41.7%	38.0%	47.1%	43.5%
Rural/non-SMSA	22.4%	28.4%	25.6%	19.1%	23.8%	15.0%	19.8%	20.6%	21.8%
Income *									
$0-$14,999	25.2%	19.6%	26.5%	16.2%	21.9%	24.5%	29.2%	14.3%	13.9%
$15,000-$24,999	19.3%	19.3%	20.1%	15.3%	19.8%	20.0%	20.8%	15.6%	17.2%
$25,000-$49,999	36.6%	43.8%	35.8%	40.5%	36.1%	33.6%	33.3%	35.5%	32.7%
$50,000-$74,999	11.9%	9.8%	10.6%	14.2%	13.3%	14.1%	9.3%	19.3%	17.8%
$75,000 +	7.0%	7.5%	7.0%	13.8%	8.9%	7.9%	7.4%	15.4%	18.4%

* About 8.4% of those in the survey did not answer the income question; therefore, use caution with these figures.

** Because so few people in the sample answered 'yes' to this category, the data are unreliable. Similarly, zero percentage means that no one in the sample was found that met all the characteristics of the particular cell; it is likely, however, that a small group of people who have those characteristics do participate in the activity. This illustrates that when response to a survey question is less than about 5%, the demographic figures should be used cautiously.

TABLE A-2: Demographic Characteristics: Amateur Arts Participants, 1992

	General Population	Perform Jazz Music**	Play Classical Music	Sing Opera**	Sing Operetta/ Musicals	Dance Ballet	Dance Folk/Tap/ Modern/etc.
General Population		1.8%	4.3%	1.2%	3.8%	0.2%	8.1%
	Of the percentage of the adult U.S. population that played/sang/danced/etc various arts (shown above), the breakout according to demographic factors is shown below. For example,						
Sex	of the 1.8% population that performs jazz music, 60.9% are male and 39.1% are female.						
Male	47.9%	60.9%	33.6%	32.9%	35.7%	**	47.1%
Female	52.1%	39.1%	66.4%	67.1%	64.3%	**	52.9%
Race							
White	77.5%	78.4%	85.9%	92.0%	89.4%	**	78.0%
Black	11.2%	13.9%	6.5%	2.6%	5.3%	**	10.6%
Native American**	0.5%	0.0%	0.0%	0.0%	0.0%	**	0.4%
Asian	2.6%	4.4%	3.2%	4.4%	2.9%	**	2.5%
Hispanic	8.3%	3.2%	4.5%	1.0%	2.4%	**	8.5%
Age							
18-24 years	13.0%	18.0%	17.3%	8.8%	6.8%	**	17.8%
25-34 years	22.8%	25.2%	17.5%	16.1%	22.6%	**	28.7%
35-44 years	21.4%	27.2%	20.3%	23.5%	25.2%	**	18.8%
45-54 years	14.9%	11.7%	17.9%	21.8%	18.7%	**	11.2%
55-64 years	11.4%	9.7%	13.2%	15.8%	13.6%	**	8.1%
65-74 years	9.9%	6.8%	9.1%	12.2%	10.0%	**	11.0%
75 + years	6.6%	1.4%	4.7%	1.9%	3.1%	**	4.3%
Education							
0-some high sch	17.7%	4.1%	3.7%	1.0%	5.1%	**	8.6%
High school grad	37.5%	26.1%	21.9%	21.3%	26.3%	**	38.6%
Some College	21.1%	27.7%	28.5%	36.7%	26.5%	**	26.7%
College Grad	14.1%	24.2%	27.3%	20.8%	21.3%	**	14.7%
Post College	9.7%	17.9%	18.6%	20.1%	20.9%	**	11.4%
Marital Status							
Married	58.9%	49.2%	53.5%	47.7%	57.2%	**	54.3%
Widowed	7.3%	1.3%	4.8%	7.4%	6.8%	**	4.1%
Divorced	8.7%	11.1%	9.4%	18.5%	11.9%	**	11.3%
Separated	2.9%	3.3%	4.0%	4.4%	3.5%	**	3.8%
Never Married	22.3%	35.1%	28.3%	21.9%	20.7%	**	26.5%
Location							
Central City/SMSA	32.6%	35.8%	37.3%	43.8%	35.8%	**	27.6%
Suburbs/SMSA	45.0%	45.7%	41.8%	36.2%	42.4%	**	41.9%
Rural/non-SMSA	22.4%	18.4%	20.9%	20.0%	21.9%	**	30.6%
Income *							
$0-$14,999	25.2%	26.1%	15.7%	23.9%	15.8%	**	23.1%
$15,000-$24,999	19.3%	21.8%	17.6%	11.1%	16.3%	**	21.0%
$25,000-$49,999	36.6%	32.4%	38.0%	48.2%	36.1%	**	37.5%
$50,000-$74,999	11.9%	8.8%	17.9%	11.7%	20.4%	**	9.4%
$75,000 +	7.0%	10.9%	10.8%	5.1%	11.4%	**	9.1%

TABLE A-3: Demographic Characteristics: Amateur-Professional Arts Participants, 1992**
(those who publicly display (publish,etc.) their creative works)

	General Population	Public Display of... Pottery ceramics metalwork jewelry etc	Weaving quilting needlepoint sewing,etc	Photos movies video-tapes	Painting drawing sculpture printmaking	Publish Creative Writing	Public Performance of Music Composition
General Population		1.7%	2.4%	1.7%	2.0%	0.9%	0.7%
	Of the percentage of the adult U.S. population that publicly displayed/published the various artistic works shown above, the breakout according to demographic factors is given below. For example, of the 2.4% of the population that displayed weavings/quiltings,etc, 12.1% were male and 87.9% were female.						
Sex							
Male	47.9%	40.5%	12.1%	57.9%	43.3%	50.8%	67.8%
Female	52.1%	59.5%	87.9%	42.1%	56.7%	49.2%	32.2%
Race							
White	77.5%	84.6%	90.5%	80.6%	82.7%	91.3%	76.3%
Black	11.2%	12.3%	7.6%	15.0%	10.1%	5.3%	16.4%
Native American**	0.5%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Asian**	2.6%	0.0%	0.0%	0.0%	0.5%	2.3%	0.0%
Hispanic	8.3%	2.2%	2.0%	4.4%	6.6%	1.1%	7.4%
Age							
18-24 years	13.0%	19.7%	6.5%	18.4%	20.1%	10.6%	17.2%
25-34 years	22.8%	25.1%	15.9%	27.1%	23.2%	19.5%	20.8%
35-44 years	21.4%	25.0%	23.6%	22.7%	22.7%	23.6%	32.9%
45-54 years	14.9%	15.1%	22.8%	17.9%	13.5%	22.3%	16.0%
55-64 years	11.4%	4.7%	10.8%	6.6%	8.2%	12.0%	10.4%
65-74 years	9.9%	7.8%	13.0%	6.2%	6.3%	10.8%	1.4%
75 + years	6.6%	2.6%	7.5%	1.1%	6.0%	1.2%	1.3%
Education							
0-some high sch	17.7%	10.6%	15.6%	4.3%	5.3%	3.4%	5.0%
High school grad	37.5%	35.2%	38.5%	22.8%	32.9%	11.0%	24.2%
Some College	21.1%	31.5%	25.1%	27.7%	29.9%	29.1%	31.5%
College Grad	14.1%	14.5%	13.2%	20.8%	18.2%	22.7%	28.2%
Post College	9.7%	8.2%	7.6%	24.4%	13.7%	33.8%	11.1%
Marital Status							
Married	58.9%	48.9%	69.4%	55.9%	48.4%	64.8%	45.1%
Widowed	7.3%	2.5%	11.4%	1.2%	3.2%	0.0%	2.4%
Divorced	8.7%	15.2%	9.6%	12.8%	20.9%	14.0%	16.9%
Separated**	2.9%	0.0%	0.0%	1.9%	1.0%	0.0%	5.7%
Never Married	22.3%	33.4%	9.6%	28.1%	26.5%	21.2%	30.0%
Location							
Central City/SMSA	32.6%	24.6%	24.3%	46.0%	31.3%	49.4%	32.2%
Suburbs/SMSA	45.0%	33.0%	43.0%	40.2%	42.5%	39.9%	43.6%
Rural/non-SMSA	22.4%	42.4%	32.7%	13.8%	26.2%	10.7%	24.3%
Income *							
$0-$14,999	25.2%	21.7%	20.3%	20.1%	25.3%	13.0%	26.3%
$15,000-$24,999	19.3%	23.1%	27.8%	10.6%	17.3%	10.6%	25.3%
$25,000-$49,999	36.6%	41.1%	38.4%	37.6%	36.7%	41.0%	29.5%
$50,000-$74,999	11.9%	7.4%	8.8%	19.4%	13.5%	22.8%	9.8%
$75,000 +	7.0%	6.7%	4.6%	12.3%	7.2%	12.6%	9.0%

** Because so few people in the sample answered 'yes' to any of the activities in this table, the data are somewhat questionable. Similarly, zero percentage means that no one in the sample was found that met all the characteristics of the particular cell; it is likely, however, that a small group of people who have these characteristics do participate in the activity. This illustrates that when response to a survey question is less than 5%, the demographic figures should be used cautiously.

TABLE A-4: Demographic Characteristics: Amateur-Professional Arts Participants, 1992

(those who rehearse for or perform in a public performance)

	<---------- Public Performance/Rehearsal of ... ---------->								
	General Population	jazz music	classical music	opera	operetta/ musicals	choir/glee club/etc.	acting in a play	ballet	other dance
General Population		0.7%	1.0%	0.3%	0.7%	6.7%	1.6%	0.03%	1.2%
	Of the percentage of the adult U.S. population that publicly performed or rehearsed in the various arts shown above, the breakout according to demographic factors is given below. For example, of the 1.0% of the population that performed classical music, 39.2% were male and 60.8% were female.								
Sex									
Male	47.9%	73.2%	39.2%	**	33.1%	39.6%	49.7%	**	34.2%
Female	52.1%	26.8%	60.8%	**	66.9%	60.4%	50.3%	**	65.8%
Race									
White	77.5%	66.9%	86.0%	**	84.7%	75.5%	75.1%	**	83.0%
Black	11.2%	26.3%	6.9%	**	4.9%	18.8%	20.4%	**	9.5%
Native American**	0.5%	0.0%	0.0%	**	0.0%	0.0%	0.0%	**	1.3%
Asian	2.6%	0.0%	2.2%	**	4.0%	0.1%	0.0%	**	0.9%
Hispanic	8.3%	6.8%	4.9%	**	6.3%	4.7%	4.5%	**	5.3%
Age									
18-24 years	13.0%	8.9%	21.9%	**	10.5%	10.2%	22.0%	**	28.1%
25-34 years	22.8%	22.3%	16.8%	**	33.3%	25.2%	25.6%	**	22.6%
35-44 years	21.4%	34.2%	24.9%	**	18.3%	24.8%	22.1%	**	16.0%
45-54 years	14.9%	19.6%	18.9%	**	18.7%	16.0%	18.3%	**	9.3%
55-64 years	11.4%	4.5%	13.2%	**	12.0%	13.9%	5.9%	**	10.1%
65-74 years	9.9%	10.4%	4.3%	**	5.1%	7.4%	3.8%	**	14.0%
75 + years**	6.6%	0.0%	0.0%	**	2.2%	2.5%	2.3%	**	0.0%
Education									
0-some high sch**	17.7%	0.0%	2.9%	**	0.0%	10.9%	4.8%	**	5.8%
High school grad	37.5%	38.3%	16.0%	**	23.6%	35.1%	36.6%	**	49.0%
Some College	21.1%	23.3%	28.9%	**	30.4%	25.0%	23.3%	**	19.8%
College Grad	14.1%	16.2%	21.2%	**	22.2%	16.3%	20.5%	**	12.8%
Post College	9.7%	22.2%	31.1%	**	23.8%	12.7%	14.8%	**	12.5%
Marital Status									
Married	58.9%	51.1%	50.7%	**	55.3%	62.8%	47.5%	**	45.0%
Widowed	7.3%	1.9%	6.8%	**	8.8%	5.5%	4.3%	**	2.7%
Divorced	8.7%	21.4%	8.5%	**	9.2%	8.6%	9.3%	**	11.8%
Separated	2.9%	5.6%	1.9%	**	2.7%	4.7%	5.2%	**	3.6%
Never Married	22.3%	19.9%	32.1%	**	24.0%	18.4%	33.7%	**	36.9%
Location									
Central City/SMSA	32.6%	30.6%	32.9%	**	33.4%	32.4%	43.8%	**	26.9%
Suburbs/SMSA	45.0%	53.5%	49.1%	**	47.9%	36.6%	44.8%	**	35.4%
Rural/non-SMSA	22.4%	16.0%	18.0%	**	18.7%	31.0%	11.5%	**	37.7%
Income *									
$0-$14,999	25.2%	15.6%	9.7%	**	15.2%	23.8%	14.2%	**	20.4%
$15,000-$24,999	19.3%	37.3%	19.6%	**	9.7%	19.2%	23.0%	**	23.6%
$25,000-$49,999	36.6%	38.3%	45.0%	**	49.2%	41.8%	38.6%	**	43.0%
$50,000-$74,999	11.9%	3.3%	16.5%	**	14.5%	9.6%	11.8%	**	8.5%
$75,000 +	7.0%	5.4%	9.1%	**	11.4%	5.6%	12.4%	**	4.5%

* About 8.4% of those in the survey did not answer the income question; therefore, use caution with these figures.

** Because so few people in the sample answered 'yes' to this category, the data are unreliable. Similarly zero percentage means that no one in the sample was found that met all the characteristics of the particular cell; it is likely, however, that a small group of people who have these characteristics do participate in the activity. This illustrates that when response to a survey question is less than about 5%, the demographic figures should be used cautiously.

TABLE AA-1: Demographic Characteristics: Amateur Arts Participants, 1982

		<---------- CREATE ---------->				
	General Population	Pottery ceramics metalwork jewelry etc	Weaving quilting needlepoint sewing,etc	Photos movies video-tapes	Painting drawing sculpture printmaking	Creative Writing
General Population		12.3%	31.9%	10.5%	9.9%	6.5%
	Of the percentage of the adult U.S. population that created the various arts (shown above), the breakout according to demographic factors is shown below. For example, of the 31.9%					
Sex	of the population that created weaving/sewing,etc, 8.1% were male and 91.9% were female.					
Male	47.1%	41.1%	8.1%	56.1%	42.0%	34.0%
Female	52.9%	58.9%	91.9%	43.9%	58.0%	66.0%
Race						
White**	87.1%	92.7%	90.0%	90.1%	88.9%	88.7%
Black	10.6%	6.0%	7.6%	8.1%	8.0%	9.2%
Other	2.3%	1.3%	2.4%	1.8%	3.0%	2.1%
Age						
18-24 years	17.4%	24.7%	16.5%	21.6%	27.3%	33.5%
25-34 years	23.5%	30.1%	26.3%	37.1%	36.2%	29.2%
35-44 years	16.7%	16.6%	16.8%	19.8%	14.5%	16.4%
45-54 years	13.5%	13.4%	12.7%	9.6%	9.6%	9.8%
55-64 years	13.4%	7.7%	12.3%	7.7%	5.4%	4.0%
65-74 years	9.7%	6.4%	10.6%	3.5%	5.6%	5.0%
75 + years	5.8%	1.1%	4.7%	0.7%	1.4%	2.0%
Education						
0-some high sch	25.1%	8.7%	18.5%	6.0%	7.8%	5.5%
High school grad	37.5%	41.8%	42.5%	28.9%	35.3%	27.2%
Some College	19.5%	25.9%	21.7%	25.5%	27.3%	30.7%
College Grad	10.4%	13.1%	10.2%	20.4%	16.4%	18.1%
Post College	7.5%	10.6%	7.1%	19.2%	13.1%	18.5%
Marital Status						
Married	62.8%	62.9%	63.6%	63.1%	55.9%	43.5%
Widowed	7.6%	3.4%	10.2%	2.3%	3.1%	2.5%
Divorced	6.3%	7.6%	8.0%	4.5%	8.1%	9.8%
Separated	2.6%	1.5%	2.8%	3.3%	2.0%	3.3%
Never Married	20.6%	24.6%	15.4%	26.8%	30.9%	40.9%
Location						
Central City/SMSA	26.9%	23.0%	25.5%	27.7%	29.6%	35.1%
Suburbs/SMSA	40.4%	43.7%	41.6%	45.1%	40.2%	40.0%
Rural/non-SMSA	32.8%	33.3%	32.9%	27.2%	30.2%	25.0%
Income *						
$0-$14,999	41.7%	35.8%	40.5%	30.4%	37.7%	38.0%
$15,000-$24,999	28.0%	30.0%	27.5%	27.0%	27.9%	25.9%
$25,000-$49,999	25.4%	29.3%	26.8%	37.0%	30.7%	29.9%
$50,000 +	5.0%	4.9%	5.2%	5.5%	3.8%	6.2%

* About 8.8% of those in the survey did not answer the income question; therefore,use these figures with caution.

** The 1982 questionnaire did not have the hispanic distinction that was on the 1992 form.
It is most likely that a large proportion of hispanics were designated 'white'.

TABLE AA-2: Demographic Characteristics: Amateur-Professional Arts Participants, 1982
(those who rehearse for or perform in a public performance)

		<------ Playing Instrument in... ------>			<---------- Acting/Singing/Dancing in ---------->				
	General Population	any performance	Jazz** Music	Classical Music**	any performance	Opera**	Operetta/ Musicals	Play**	Ballet**
General Population		3.9%	0.8%	0.9%	4.6%	0.1%	0.9%	0.8%	0.1%
Sex	Of the percentage of the adult U.S. population that played/sang/danced/etc various arts publicly (shown above), the breakout according to demographic factors is shown below. For example, of the 3.9% of the population that played an instrument in any performance or rehearsal, 47.8% are male and 52.2% are female.								
Male	47.1%	47.8%	70.7%	37.5%	42.4%	**	34.6%	42.0%	**
Female	52.9%	52.2%	29.3%	62.5%	57.6%	**	65.4%	58.0%	**
Race***									
White	87.1%	89.1%	92.3%	94.6%	87.6%	**	87.7%	92.8%	**
Black	10.6%	9.2%	7.0%	3.7%	11.2%	**	11.7%	6.0%	**
Other	2.3%	1.7%	0.7%	1.8%	1.3%	**	0.5%	1.2%	**
Age									
18-24 years	17.4%	28.8%	48.6%	39.0%	30.7%	**	35.1%	45.0%	**
25-34 years	23.5%	26.0%	23.3%	20.5%	26.3%	**	21.7%	29.0%	**
35-44 years	16.7%	15.2%	9.1%	15.7%	17.4%	**	21.2%	10.5%	**
45-54 years	13.5%	10.3%	7.3%	9.3%	10.5%	**	11.2%	7.2%	**
55-64 years	13.4%	8.7%	6.0%	7.5%	7.8%	**	4.7%	4.3%	**
65-74 years	9.7%	7.2%	5.5%	8.0%	4.6%	**	4.0%	3.9%	**
75 + years	5.8%	3.7%	0.0%	0.0%	2.7%	**	2.1%	0.0%	**
Education									
0-some high sch	25.1%	14.8%	6.9%	3.3%	12.2%	**	4.8%	6.1%	**
High school grad	37.5%	35.6%	29.8%	26.6%	32.4%	**	30.5%	34.3%	**
Some College	19.5%	26.8%	41.5%	26.6%	29.4%	**	37.0%	30.6%	**
College Grad	10.4%	11.6%	11.6%	22.0%	12.8%	**	11.6%	15.2%	**
Post College	7.5%	11.1%	10.1%	21.5%	13.2%	**	16.0%	13.8%	**
Marital Status									
Married	62.8%	53.2%	35.4%	42.5%	54.2%	**	55.7%	40.3%	**
Widowed	7.6%	6.0%	3.6%	3.7%	4.4%	**	4.6%	3.8%	**
Divorced	6.3%	5.5%	7.9%	4.9%	5.0%	**	1.6%	4.3%	**
Separated	2.6%	1.2%	0.0%	0.0%	1.9%	**	1.7%	0.8%	**
Never Married	20.6%	34.1%	53.2%	48.8%	34.5%	**	36.5%	50.8%	**
Location									
Central City/SMSA	26.9%	24.7%	25.7%	24.5%	26.3%	**	22.3%	28.3%	**
Suburbs/SMSA	40.4%	41.9%	48.7%	44.6%	41.6%	**	49.5%	48.2%	**
Rural/non-SMSA	32.8%	33.4%	25.6%	30.9%	32.1%	**	28.3%	23.5%	**
Income *									
$0-$14,999	41.7%	41.0%	39.1%	36.5%	38.3%	**	39.4%	33.4%	**
$15,000-$24,999	28.0%	28.7%	18.3%	21.7%	31.0%	**	22.7%	28.6%	**
$25,000-$49,999	25.4%	26.4%	36.0%	37.1%	25.3%	**	31.7%	30.1%	**
$50,000 +	5.0%	3.9%	6.6%	4.7%	5.4%	**	6.2%	7.9%	**

* About 8.8% of those in the survey did not answer the income question; therefore, use caution with these figures.

** Because so few people in the sample answered 'yes' to this category, the data are unreliable. Similarly, zero percentage means that no one in the sample was found that met all the characteristics of the particular cell; it is likely, however, that a small group of people who have those characteristics do participate in the activity. When the response to a survey question is less than about 5%, the demographic figures should be used cautiously.

*** The 1982 questionnaire did not have the hispanic distinction that was on the 1992 form. Most likely a large proportion of hispanics were designated 'white'.

Comparison of demographics of amateur activities, 1992 and 1982: Looking at the five visual amateur arts activities that were comparable in the 1982 and 1992 surveys (pottery, weaving, photography, painting, creative writing), we find shifts that seem to reflect general population changes rather than changes in the degree of participation in amateur arts activities.

- In 1992, in keeping with America's changing demographics, more non-whites were involved in all five arts activities more elderly persons 75 years and over, somewhat fewer non-married individuals, and fewer rural residents.
- Only photography showed a wide divergence from the general population norm. In 1982 and 1992, it was heavily skewed toward the wealthier income participants.
- Although more amateur arts participants reported incomes of over $50,000 in 1992, this reflects the earning increase due to inflation over ten years in the general population.

Comparing income differences between 1982 and 1992 is problematic. The highest income bracket in the 1982 questionnaire was $50,000, and an adequate interpretation of differences between the years would have to take inflation into account, which between 1982 and 1992 was 45.4% according to the Consumer Price Index (CPI) For example, for every $100.00 spent on goods and services in 1982, $145.40 would be needed to buy the same amount in 1992. The income categories in the questionnaire do not correspond closely enough to inflation to provide an accurate comparison. Only one rough comparison is possible, for the highest income brackets only. Those making $50,00 or more in 1982 can be roughly compared with those making $75,000 and over 1n 1992. To be truely equivalent the top bracket would have to be defined as $50,000 * 1.454 or $72,700 and over. ($25,000 in 1982 would be $36,350 in 1992; the breaks in the income categories in 1992 do not coincide with inflation).

Comparison of demographic characteristics of amateur-professional activities with 1982: Four amateur-professional arts were asked similarly in 1982 and 1992 and have sufficient response to allow for comparisons. The activities were playing jazz and playing classical music, singing operetta/musicals, and acting in a play. While significant differences were evidenced in the profiles of persons involved in these activities between 1982 and 1992, any analysis thereof must be tentative.

(Opera singing and ballet dancing were comparable, but the numbers in the demographic cells were so low as to be unreliable.)

Amateur-Professional Jazz Players:

- In 1992 compared with 1982, fewer persons who play jazz publicly are white (73.7% vs.92.3%), which is in keeping with the growing number of non-whites in the population.
- In 1982, 48.6% of amateur jazz players were under 24 years of age, while in 1992 their numbers were more evenly spread over the age categories with only 8.9% being under 24 years.
- As such, a larger number were never married in 1982 (53.2% vs. 19.9%). Interestingly, in 1992 a much larger number of jazz players were divorced than the population norm (21.4% vs. 8.7%).
- A significantly larger number than in 1982 had college degrees or more (38.4% vs. 21.7%). In keeping with the US population, fewer live in rural areas in 1992 than 1982 (16% vs. 25.6%).

Amateur-Professional Classical Music Players:

- Non-whites account for a larger number of persons playing classical music in 1992 (88% vs. 94.6%).
- Playing classical music for those between the ages of 24-64 has risen. In 1982, 39% were under the age of 24 years versus 21.9% in 1992.
- As such, fewer of their numbers were never married in 1992 than in 1982 (32.1% vs. 48.8%).
- In 1992 more classical music players had post college education (31.1% vs. 21.5%).
- In 1982, 30.9% lived in rural areas, whereas in 1992 only 18% have local residences, matching the shift in the general population.

Amateur-Professional Musical Theater/Operetta Performers:

- Slightly more men were singing in musicals in 1992 (39.6% vs. 34.6%).
- Fewer blacks were involved in 1992 than in 1982 (4.9% vs. 11.7%).
- In 1982, more persons under the age of 24 years publicly performed in musicals/operettas (35.1% vs. 10.5%).
- Consequently, more are never married in 1982 than in 1992 (36.5% vs. 24%).
- In 1982, a larger proportion of individuals had incomes under $14,000 (39.4% vs. 15.2%).
- City residence increased by about 10%, and rural residence decreased by about the same percentage, similar to the general population shift.
- More individuals in 1992 had a college education or more (46% vs. 27.6%).

Amateur-Professional Actors:

- Increased in the proportion of blacks in 1992 (24.4% vs. 6%).
- Decreased in 1992 among persons 25-34 years of age (22% vs. 45%).
- Significantly fewer persons were never married in 1992 than 1982 (33.7% vs. 50.8%).
- In keeping with the population shift, fewer amateur-professional actors were rural residents in 1992 (11.5% vs. 23.5%).

Table B-1: Percentage of **Musical Personal Arts Participants** who Attend Live Benchmark Arts and Cultural Activities, and Watch/Listen to the Arts via Media **(Amateur Activities)**

	General Population	Any Amateur Activity	Perform Jazz Music**	Play Classical Music	Sing Opera**	Sing Operetta/ Musicals	Sing Choir*	Compose Music
General Population		57.9%	1.8%	4.3%	1.2%	3.8%	6.7%	2.1%
		Read the table down: Of those who perform jazz as an amateur activity (1.8% of the population), 44.2% attended a musical.						
Attend Live :								
Any Benchmark Art	42.5%	56.7%	83.8%	78.6%	81.7%	77.2%	62.9%	71.0%
Jazz	10.6%	15.1%	56.6%	25.4%	23.2%	23.3%	16.9%	35.0%
Classical Music	12.5%	17.9%	40.2%	43.6%	52.5%	38.0%	29.2%	25.9%
Opera	3.3%	4.6%	12.9%	9.8%	21.9%	11.7%	6.5%	4.9%
Musicals	17.4%	24.2%	44.2%	40.0%	49.5%	43.1%	28.0%	24.7%
Ballet	4.7%	6.9%	16.0%	14.9%	20.7%	15.1%	7.4%	7.0%
Other Dance	7.1%	9.8%	18.9%	16.6%	19.0%	20.6%	11.1%	18.8%
Plays	13.5%	18.6%	29.4%	29.4%	30.9%	30.2%	22.2%	20.7%
Art Museums	26.7%	38.6%	61.1%	58.8%	59.1%	52.8%	38.7%	46.6%
Go to Cultural Activites:								
Art/craft Fairs	40.7%	55.3%	61.7%	68.8%	66.0%	69.7%	54.9%	52.1%
Historical Parks	34.5%	46.4%	64.0%	65.8%	68.4%	65.8%	45.8%	52.2%
Movies	59.0%	65.9%	79.3%	74.6%	72.1%	72.4%	65.5%	76.0%
Read Literature	54.2%	66.9%	78.0%	84.4%	86.3%	85.0%	70.6%	73.8%
Listen to Literature	12.5%	17.6%	32.7%	29.4%	29.4%	36.5%	24.8%	35.4%
Arts Via Media:								
Any Art on any Media	65.1%	75.0%	94.2%	96.7%	97.5%	95.2%	79.0%	90.9%
Jazz on any media	37.3%	44.9%	85.3%	64.4%	72.9%	67.0%	49.0%	74.8%
Jazz on TV/VCR	21.9%	27.5%	66.6%	40.8%	52.3%	46.4%	31.4%	56.0%
Jazz on Radio	28.2%	34.2%	78.9%	49.2%	60.1%	54.1%	37.9%	62.1%
Jazz on Tape/CD	20.6%	26.5%	73.9%	42.3%	48.5%	40.9%	29.9%	46.2%
Classical Music:any media	43.0%	54.6%	80.5%	89.8%	90.5%	81.9%	62.6%	70.0%
Classical Music on TV/VCR	26.3%	35.1%	70.0%	69.6%	80.1%	62.0%	42.5%	50.7%
Classical Music on Radio	30.8%	40.3%	66.4%	73.8%	78.2%	65.4%	47.1%	55.6%
Classical Music: Tape/CD	23.8%	33.1%	62.8%	71.2%	74.3%	58.9%	41.5%	51.2%
Musicals on any media	20.6%	27.2%	53.8%	44.1%	70.3%	60.5%	35.0%	41.9%
Musicals on TV/VCR	16.9%	22.1%	42.8%	33.0%	51.1%	47.8%	29.2%	32.5%
Musicals on Radio	3.5%	5.2%	12.2%	9.7%	24.3%	13.0%	6.5%	5.9%
Musicals on Tape/CD	5.7%	7.4%	22.8%	17.2%	31.5%	23.5%	9.9%	15.3%
Plays on Radio or TV/VCR	19.3%	24.0%	42.2%	36.3%	45.3%	41.0%	24.1%	25.0%
Plays on TV/VCR	18.1%	22.5%	38.8%	34.9%	43.9%	39.2%	22.9%	24.5%
Plays on Radio	2.8%	4.2%	13.3%	7.5%	9.3%	7.6%	5.0%	5.6%
Dance on TV/VCR	19.6%	25.1%	51.4%	42.5%	49.1%	49.9%	30.0%	31.1%
Artists/Museums on TV/VCR	32.2%	42.5%	69.0%	61.0%	64.5%	62.0%	42.0%	57.6%

* 'Sing Choir' is an amateur-professional category, but is included here because the response in the general population is larger than any of the other amateur (only) variables.

** Relatively few people in the sample answered 'yes' to jazz music and opera; use caution with these figures.

TABLE B-2: Percentage of **Musical Personal Arts Participants** who Attend Live Benchmark Arts and Other Cultural Activities, and Watch, Listen to Arts via Media **(Amateur-Professional Activities)**

	General Population	Any Amateur-Profes. Activity	Publicly Perform Jazz Music**	Publicly Play Classical Music**	Publicly Sing Opera** Musicals**	Publicly Sing Operetta/	Publicly Compose Music** Activity
General Population		15.2%	0.7%	1.0%	0.3%	0.7%	0.7%
	Read the table down: Of those who publicly perform jazz as an amateur-professional activity (0.7% of the population), 68.6% attended a live jazz performance.						
Attend Live :							
Any Benchmark Art	42.5%	66.8%	87.8%	85.9%	88.7%	92.3%	71.5%
Jazz	10.6%	21.5%	68.6%	38.4%	10.7%	25.4%	46.0%
Classical Music	12.5%	27.5%	39.7%	59.7%	82.4%	68.3%	27.5%
Opera	3.3%	7.0%	13.3%	12.9%	31.2%	19.7%	3.9%
Musicals	17.4%	30.1%	41.7%	51.6%	50.0%	45.4%	33.4%
Ballet	4.7%	8.4%	15.8%	8.5%	14.4%	19.5%	5.2%
Other Dance	7.1%	14.5%	14.9%	18.1%	35.3%	25.7%	16.6%
Plays	13.5%	24.4%	20.8%	36.4%	22.8%	47.8%	14.4%
Art Museums	26.7%	45.2%	53.8%	68.8%	51.8%	65.4%	38.2%
Go to Cultural Activities:							
Art/Craft Fairs	40.7%	61.4%	62.2%	73.2%	82.5%	74.7%	53.8%
Historical Parks	34.5%	52.9%	60.1%	78.5%	72.1%	66.8%	52.8%
Movies	59.0%	67.4%	81.8%	81.2%	88.7%	75.9%	73.5%
Read Literature	54.2%	71.2%	69.3%	84.8%	93.3%	83.2%	79.5%
Listen to Literature	12.5%	27.0%	34.0%	39.2%	40.2%	37.9%	34.7%
Arts Via Media:							
Any Art on any Media**	65.1%	81.4%	97.3%	95.8%	100.0%	100.0%	100.0%
Jazz on any media	37.3%	53.3%	92.6%	70.5%	70.1%	68.8%	88.2%
Jazz on TV/VCR	21.9%	35.6%	84.0%	58.7%	65.7%	47.1%	70.0%
Jazz on Radio	28.2%	41.6%	85.9%	51.1%	50.3%	57.1%	77.6%
Jazz on Tape/CD	20.6%	34.0%	87.9%	50.0%	44.0%	41.7%	52.7%
Classical Music:any media	43.0%	63.7%	84.4%	89.4%	89.0%	87.2%	76.2%
Classical Music on TV/VCR	26.3%	44.2%	76.7%	77.0%	72.4%	59.9%	54.3%
Classical Music on Radio	30.8%	49.1%	69.4%	77.0%	63.9%	65.3%	58.7%
Classical Music: Tape/CD	23.8%	42.4%	68.0%	72.3%	63.7%	64.6%	52.1%
Musicals on any media	20.6%	35.8%	56.1%	55.9%	71.0%	64.1%	36.8%
Musicals on TV/VCR	16.9%	28.7%	45.7%	44.8%	71.0%	58.6%	30.7%
Musicals on Radio	3.5%	6.5%	11.9%	6.7%	21.6%	8.8%	3.9%
Musicals on Tape/CD	5.7%	11.8%	24.0%	22.4%	10.7%	14.3%	18.4%
Plays on Radio or TV/VCR	19.3%	29.0%	41.5%	33.4%	48.2%	33.0%	30.3%
Plays on TV/VCR	18.1%	27.4%	35.1%	33.4%	48.2%	31.5%	30.3%
Plays on Radio	2.8%	5.8%	19.9%	5.9%	0.0%	7.3%	6.2%
Dance on TV/VCR	19.6%	31.5%	49.7%	41.8%	38.7%	37.4%	26.0%
Artists/Museums on TV/VCR	32.2%	49.9%	79.3%	62.4%	60.2%	59.2%	70.6%

** Relatively few people in the sample answered 'yes' to all these activities (0.3% to 1.0%); use caution with these figures. See, for example, the percentages for 'publicly sing opera, operetta/musicals and compose for 'any art on any media': it is doubtful that 100% is the true number; however, 100% would be close.

TABLE B-3: Percentage of **Dance and Acting Personal Arts Participants** who Attend Benchmark Live Art and Cultural Activities and Watch/Listen to Arts via Media **(Both Amateur and Amateur-Professional Activities)**

	General Population	Any Amateur Activity	Dance* Ballet	Dance 'Other'	Any Am-Pro Activity	Act* in a Play	Dance* 'Other' (Am-Pro)
General Population		57.9%	0.2%	8.1%	15.2%	1.6%	1.2%
		Read the table down: Of those who dance 'other' as an amateur activity (8.1% of the population), 8.6% attended a ballet.					
Attend Live :							
Any Benchmark Art	42.5%	56.7%	84.8%	67.0%	66.8%	78.4%	77.2%
Jazz	10.6%	15.1%	14.9%	19.3%	21.5%	27.9%	21.7%
Classical Music	12.5%	17.9%	51.0%	19.7%	27.5%	39.0%	29.4%
Opera	3.3%	4.6%	8.2%	5.8%	7.0%	12.3%	8.6%
Musicals	17.4%	24.2%	52.1%	28.9%	30.1%	47.7%	38.0%
Ballet	4.7%	6.9%	52.4%	8.6%	8.4%	11.8%	9.5%
Other Dance	7.1%	9.8%	33.2%	23.2%	14.5%	21.1%	42.6%
Plays	13.5%	18.8%	24.9%	21.2%	24.4%	42.5%	36.5%
Art Museums	26.7%	38.6%	66.6%	41.4%	45.2%	54.6%	43.7%
Go to Cultural Activities:							
Art/Craft Fairs	40.7%	55.3%	84.6%	62.7%	61.4%	61.2%	71.4%
Historical Parks	34.5%	46.4%	59.1%	50.7%	52.9%	61.9%	54.5%
Movies	59.0%	65.9%	91.9%	74.1%	67.4%	81.3%	77.1%
Read Literature	54.2%	66.9%	100.0%	67.6%	71.2%	77.3%	78.1%
Listen to Literature	12.5%	17.6%	40.6%	21.1%	27.0%	28.8%	31.5%
Arts Via Media:							
Any Art on any Media	65.1%	75.0%	82.2%	83.6%	81.4%	91.7%	77.8%
Jazz on any media	37.3%	44.9%	65.9%	55.9%	53.3%	64.8%	55.6%
Jazz on TV/VCR	21.9%	27.5%	49.5%	34.3%	35.6%	44.8%	37.9%
Jazz on Radio	28.2%	34.2%	55.9%	42.6%	41.6%	52.0%	45.0%
Jazz on Tape/CD	20.6%	26.5%	34.6%	36.3%	34.0%	45.5%	42.0%
Classical Music on any media	43.0%	54.6%	74.4%	57.8%	63.7%	68.1%	56.9%
Classical Music on TV/VCR	26.3%	35.1%	66.8%	38.5%	44.2%	48.2%	37.2%
Classical Music on Radio	30.8%	40.3%	74.4%	43.9%	49.1%	57.3%	45.8%
Classical Music on Tape/CD	23.8%	33.1%	56.8%	37.2%	42.4%	52.2%	34.7%
Musicals on any media	20.6%	27.2%	58.7%	35.2%	35.8%	43.5%	32.8%
Musicals on TV/VCR	16.9%	22.1%	42.0%	26.1%	28.7%	35.1%	26.6%
Musicals on Radio	3.5%	5.2%	15.8%	7.7%	6.5%	9.7%	4.6%
Musicals on Tape/ CD	5.7%	7.4%	24.8%	11.4%	11.8%	16.1%	16.1%
Plays on Radio or TV	19.3%	24.0%	56.0%	26.0%	29.0%	30.3%	24.6%
Plays on TV/VCR	18.1%	22.5%	56.0%	23.6%	27.4%	26.2%	24.4%
Plays on Radio	2.8%	4.2%	7.6%	6.6%	5.8%	14.1%	3.3%
Dance on TV/VCR	19.6%	25.1%	82.2%	35.2%	31.5%	31.9%	36.3%
Artists/Museums on TV/VCR	32.2%	42.5%	82.2%	47.9%	49.9%	57.6%	41.1%

* Relatively few people in the sample answered 'yes' to 'Dance Ballet', 'Act', and 'Dance: Other'; use caution with these figures, especially with 'Dance Ballet'.

** 'Dance Ballet' on an amateur-professional basis had so few responses that the data are meaningless.

BEST COPY AVAILABLE

TABLE B-4: Percentage of **Visual Personal Arts Participants** who Attend Benchmark Live Arts and Cultural Activities, and Watch/Listen to Arts via Media **(Amateur Activities)**

	General Population	Any Amateur Activity	Weaving/ Needlewk/ Quilting/ Sewing	Pottery/ Ceramics/ Jewelry/ Metal	Photo- graphy/ Video/ Film	Painting/ Drawing/ Sculpting/ Printmaking	Own Original Art	Bought Original Art
General Population		57.9%	24.8%	8.4%	11.7%	9.7%	22.2%	7.2%
		Read the table down: Of those who are amateur potters (etc.) (8.4% of the general population), 24.2% attended a musical/operetta.						
Attend Live :								
Any Benchmark Art	42.5%	56.7%	51.5%	59.8%	66.8%	66.7%	72.7%	79.9%
Jazz	10.6%	15.1%	11.7%	19.3%	20.1%	18.4%	23.1%	27.8%
Classical Music	12.5%	17.9%	17.0%	17.4%	24.0%	23.5%	27.2%	30.7%
Opera	3.3%	4.6%	4.2%	5.3%	5.4%	4.9%	7.7%	9.4%
Musicals/Operetta	17.4%	24.2%	22.7%	24.2%	26.1%	27.2%	33.4%	39.4%
Ballet	4.7%	6.9%	6.8%	5.6%	8.6%	9.2%	10.6%	12.9%
Other Dance	7.1%	9.8%	8.4%	13.0%	13.7%	14.4%	13.0%	16.2%
Plays	13.5%	18.8%	17.0%	20.7%	22.4%	21.5%	27.1%	32.8%
Art Museums/Galleries	26.7%	38.6%	32.5%	43.2%	49.8%	50.8%	54.0%	62.1%
Go to Cultural Activities:								
Art/Craft Fairs	40.7%	55.3%	57.1%	62.3%	62.2%	65.2%	67.6%	73.0%
Historical Parks	34.5%	46.4%	43.3%	55.3%	54.7%	56.3%	58.8%	63.1%
Movies	59.0%	65.9%	59.5%	65.8%	74.8%	74.1%	72.1%	74.8%
Read Literature	54.2%	66.9%	70.1%	68.3%	72.1%	74.6%	77.9%	80.4%
Listen to Literature	12.5%	17.6%	16.2%	21.8%	24.0%	27.6%	26.9%	29.4%
Arts Via Media:								
Any Art on any Media	65.1%	75.0%	71.5%	74.7%	82.1%	85.1%	88.4%	91.5%
Jazz on any media	37.3%	44.9%	38.7%	43.4%	55.9%	52.3%	57.9%	61.5%
Jazz on TV/VCR	21.9%	27.5%	24.5%	29.8%	37.4%	31.0%	36.5%	37.0%
Jazz on Radio	28.2%	34.2%	27.3%	33.1%	43.1%	41.3%	46.2%	47.3%
Jazz on Tape/CD	20.6%	26.5%	20.0%	26.2%	36.9%	33.0%	37.8%	43.0%
Classical Music on any media	43.0%	54.6%	51.5%	54.9%	61.0%	63.5%	70.1%	74.0%
Classical Music on TV/VCR	26.3%	35.1%	34.4%	36.1%	39.3%	41.2%	47.7%	49.6%
Classical Music on Radio	30.8%	40.3%	36.7%	38.1%	48.2%	49.2%	54.8%	57.4%
Classical Music on Tape/CD	23.8%	33.1%	29.5%	35.5%	43.8%	43.9%	46.3%	51.4%
Musicals on any media	20.6%	27.2%	26.8%	25.8%	30.4%	34.7%	36.6%	41.1%
Musicals on TV/VCR	16.9%	22.1%	22.6%	20.5%	23.7%	27.8%	28.4%	29.7%
Musicals on Radio	3.5%	5.2%	4.8%	5.7%	6.3%	5.9%	8.4%	8.3%
Musicals on Tape/CD	5.7%	7.4%	6.7%	7.8%	11.0%	9.5%	12.4%	16.8%
Plays on Radio or TV/VC	19.3%	24.0%	22.9%	27.0%	31.1%	31.9%	33.5%	38.4%
Plays on TV/VCR	18.1%	22.5%	21.5%	24.6%	28.9%	30.1%	31.7%	37.0%
Plays on Radio	2.8%	4.2%	3.8%	6.1%	7.9%	7.3%	5.9%	6.7%
Dance on TV/VCR	19.6%	25.1%	26.2%	26.5%	25.8%	32.6%	33.3%	36.0%
Artists/Museums on TV/VCR	32.2%	42.5%	39.8%	47.2%	53.4%	61.2%	58.6%	65.3%

TABLE B-5: Percentage of **Visual Personal Arts Participants** who Attend Benchmark Live Arts and Cultural Activities, and Watch/Listen to Arts via Media **(Amateur Professional Categories)**

	General Population	Any Amateur-Professional Activity	Public Display Weaving/ Sewing/ etc.	Public* Display Pottery/ Ceramics/ etc.	Public* Display Photos/ Videos/ Film	Public Display Painting/ Sculptures etc.
General Population		15.2%	2.4%	1.7%	1.7%	2.0%
		Read the table down: Of those who publicly display pottery,etc. as an amateur-professional activity (1.7% of the population), 65.8% went to an art/craft fair.				
Attend Live :						
Any Benchmark Art	42.5%	66.8%	53.0%	64.9%	80.2%	74.9%
Jazz	10.6%	21.5%	9.9%	22.6%	36.5%	23.6%
Classical Music	12.5%	27.5%	23.7%	27.1%	32.0%	29.1%
Opera	3.3%	7.0%	4.1%	4.9%	13.0%	5.6%
Musicals/Operetta	17.4%	30.1%	24.9%	27.4%	33.7%	30.1%
Ballet	4.7%	8.4%	7.3%	6.1%	9.7%	8.1%
Other Dance	7.1%	14.5%	10.6%	14.2%	16.5%	14.0%
Plays	13.5%	24.4%	17.7%	24.6%	27.6%	25.2%
Art Museums/Galleries	26.7%	45.2%	37.1%	57.2%	63.3%	56.6%
Go to Cultural Activities:						
Art/Craft Fairs	40.7%	61.4%	70.0%	65.8%	69.7%	76.0%
Historical Parks	34.5%	52.9%	52.8%	59.3%	65.1%	56.0%
Movies	59.0%	67.4%	56.8%	61.3%	73.8%	64.1%
Read Literature	54.2%	71.2%	67.3%	70.6%	76.2%	74.1%
Listen to Literature	12.5%	27.0%	26.1%	37.4%	44.6%	36.4%
Arts Via Media:						
Any Art on any Media**	65.1%	81.4%	72.6%	79.9%	89.5%	92.7%
Jazz on any media	37.3%	53.3%	34.7%	56.4%	67.3%	59.5%
Jazz on TV/VCR	21.9%	35.6%	28.5%	40.0%	49.7%	39.3%
Jazz on Radio	28.2%	41.6%	23.4%	43.4%	54.3%	48.6%
Jazz on Tape/CD	20.6%	34.0%	19.8%	33.6%	44.4%	33.4%
Classical Music on any media	43.0%	63.7%	57.2%	63.9%	73.9%	67.5%
Classical Music on TV/VCR	26.3%	44.2%	42.1%	45.6%	54.1%	43.6%
Classical Music on Radio	30.8%	49.1%	45.4%	49.9%	59.4%	55.7%
Classical Music on Tape/CD	23.8%	42.4%	34.1%	41.2%	51.8%	43.5%
Musicals on any media	20.6%	35.8%	33.5%	33.5%	40.6%	37.9%
Musicals on TV/VCR	16.9%	28.7%	27.2%	27.6%	30.6%	28.9%
Musicals on Radio	3.5%	6.5%	4.1%	8.0%	12.1%	11.0%
Musicals on Tape/CD	5.7%	11.8%	9.7%	13.1%	14.9%	12.5%
Plays on Radio or TV	19.3%	29.0%	24.4%	36.5%	41.0%	38.3%
Plays on TV/VCR	18.1%	27.4%	22.1%	35.0%	38.4%	36.2%
Plays on Radio	2.8%	5.8%	4.3%	4.8%	12.9%	10.4%
Dance on TV/VCR	19.6%	31.5%	28.7%	35.7%	35.0%	36.7%
Artists/Museums on TV/VCR	42.5%	49.9%	47.1%	57.8%	63.9%	66.8%

* Relatively few people in the sample answered 'yes' to displaying ceramics/etc. and photos/etc. (1.7%); use caution with these figures.

TABLE B-6: Percentage of **Writers (Personal Arts Participants)** who Attend Live Benchmark Arts and Cultural Activities, and Watch/Listen to Arts via Media **(Both Amateur and Amateur-Professional Categories)**

	General Population	Any Amateur Activity	Creative Writing	Any Am-Pro Activity	Published Creative Writing**
General Population		57.9%	8.6%	15.2%	0.9%
		Read the table down: Of those who are creative writers as an amateur activity (8.6% of the population), 26.6% attended a jazz performance.			
Attend Live :					
Any Benchmark Art	42.5%	56.7%	71.8%	66.8%	89.1%
Jazz	10.6%	15.1%	26.6%	21.5%	37.0%
Classical Music	12.5%	17.9%	30.0%	27.5%	42.8%
Opera	3.3%	4.6%	6.0%	7.0%	18.2%
Musicals	17.4%	24.2%	32.5%	30.1%	35.8%
Ballet	4.7%	6.9%	12.6%	8.4%	11.1%
Other Dance	7.1%	9.8%	15.2%	14.5%	20.9%
Plays	13.5%	18.8%	29.7%	24.4%	28.5%
Art Museums	26.7%	38.6%	52.9%	45.2%	61.2%
Go Art/Craft Fairs	40.7%	55.3%	61.7%	61.4%	74.9%
Historical Parks	34.5%	46.4%	57.1%	52.9%	67.8%
Movies	59.0%	65.9%	76.8%	67.4%	75.0%
Read Any Literature*	54.2%	66.9%	80.2%	71.2%	85.7%
Plays	5.3%	7.0%	19.1%	13.2%	15.0%
Poetry	17.0%	23.7%	48.1%	35.0%	54.6%
Novels	52.1%	64.4%	76.4%	68.4%	84.3%
Listen to Literature*	12.5%	17.6%	35.0%	27.0%	44.2%
Poetry	8.3%	11.6%	26.4%	18.9%	29.8%
Novels	7.4%	10.7%	19.6%	16.2%	23.3%
Arts Via Media*:					
Any Art on any Media	65.1%	75.0%	86.4%	81.4%	92.3%
Jazz on any media	37.3%	44.9%	60.2%	53.3%	60.6%
Jazz on TV/VCR	21.9%	27.5%	36.8%	35.6%	41.7%
Jazz on Radio	28.2%	34.2%	48.9%	41.6%	51.6%
Jazz on Tape/CD	20.6%	26.5%	40.3%	24.0%	42.5%
Classical Music on any media	43.0%	54.6%	70.4%	63.7%	82.3%
Classical Music on TV/VCR	26.3%	35.1%	45.4%	44.2%	57.3%
Classical Music on Radio	30.8%	40.3%	57.8%	49.1%	69.5%
Classical Music on Tape/CD	23.8%	33.1%	48.0%	42.4%	53.4%
Musicals on any media	20.6%	27.2%	40.0%	35.8%	44.4%
Musicals on TV/VCR	16.9%	22.1%	31.8%	28.7%	34.9%
Musicals on Radio	3.5%	5.2%	8.2%	6.5%	7.1%
Musicals on Tape/CD	5.7%	7.4%	12.9%	11.8%	25.6%
Plays on any Radio or TV	19.3%	24.0%	32.7%	29.0%	49.5%
Plays on TV/VCR	18.1%	22.5%	31.0%	27.4%	49.5%
Plays on Radio	2.8%	4.2%	7.6%	5.8%	3.1%
Dance on TV/VCR	19.6%	25.1%	33.6%	31.5%	41.5%
Artists/Museums on TV/VCR	32.2%	42.5%	53.6%	49.9%	65.8%

* The sub-parts of 'read literature' and 'listen to literature' were added only in this table.
* 'listen to literature' is listening to a reading of poetry or novels/books either live or recorded; 'arts on any media' are the bench mark arts on TV/VCR, radio, or tape/CD's.
** Relatively few people in the sample answered 'yes' to 'Published Creative Writing' (0.9%); use caution with these figures.

TABLE B-7: Percentage of **Groups of Personal Arts Participants** who Attend Live Benchmark Arts and Cultural Activities and Watch/Listen to Arts via Media **(Both Amateur and Amateur-Professional Categories)**

	General Population	Any Amateur Activity	Any Am-Pro Activity	Any Performing Amateur Activity	Any Performing Am-Pro Activity	Any Visual Amateur Activity	Any Visual Am-Pro Activity
General Population		57.9%	15.2%	19.8%	9.4%	49.1%	6.3%
		Read the table down: Of those who are amateur performers (19.8% of the population), 20.7% attended a jazz performance.					
Attend Live :							
Any Benchmark Art	42.5%	56.7%	66.8%	67.3%	66.9%	57.9%	66.9%
Jazz	10.6%	15.1%	21.5%	20.7%	22.2%	15.5%	21.6%
Classical Music	12.5%	17.9%	27.5%	25.4%	29.6%	18.8%	26.5%
Opera	3.3%	4.6%	7.0%	6.2%	7.3%	4.8%	6.4%
Musicals	17.4%	24.2%	30.1%	31.5%	32.1%	24.9%	28.8%
Ballet	4.7%	6.9%	8.4%	9.9%	8.4%	7.1%	8.4%
Other Dance	7.1%	9.8%	14.5%	16.5%	14.8%	9.8%	13.6%
Plays	13.5%	19.8%	24.4%	23.3%	26.0%	19.6%	22.2%
Art Museums	26.7%	38.6%	45.2%	43.7%	42.4%	40.4%	50.2%
Go to Cultural Activities:							
Art/Craft Fairs	40.7%	55.3%	61.4%	60.8%	58.1%	57.4%	67.5%
Historical Parks	34.5%	46.4%	52.9%	52.4%	49.6%	48.1%	57.8%
Movies	59.0%	65.9%	67.4%	70.1%	69.8%	65.7%	65.9%
Read Any Literature	54.2%	66.9%	71.2%	71.8%	71.6%	69.7%	72.1%
Listen to Literature*	12.5%	17.6%	27.0%	23.5%	25.1%	18.9%	33.7%
Arts Via Media*:							
Any Art on any Media	65.1%	75.0%	81.4%	84.4%	80.8%	76.1%	82.5%
Jazz on any media	37.3%	44.9%	53.3%	56.2%	53.3%	45.3%	53.2%
Jazz on TV/VCR	21.9%	27.5%	35.6%	35.7%	36.3%	28.2%	36.8%
Jazz on Radio	28.2%	34.2%	41.6%	43.1%	40.9%	34.9%	41.8%
Jazz on Tape/CD	20.6%	26.5%	24.0%	36.0%	35.8%	27.1%	32.6%
Classical Music on any media	43.0%	54.6%	63.7%	65.4%	63.8%	56.9%	64.6%
Classical Music on TV/VCR	26.3%	35.1%	44.2%	45.0%	44.9%	36.5%	45.8%
Classical Music on Radio	30.8%	40.3%	49.1%	49.9%	48.6%	41.7%	50.8%
Classical Music on Tape/	23.8%	33.1%	42.4%	44.8%	44.0%	34.3%	42.5%
Musicals on any media	20.6%	27.2%	35.8%	37.5%	36.3%	27.6%	36.4%
Musicals on TV/VCR	16.9%	22.1%	28.7%	29.6%	29.7%	22.3%	28.3%
Musicals on Radio	3.5%	5.2%	6.5%	7.4%	5.7%	5.5%	8.8%
Musicals on Tape/CD	5.7%	7.4%	11.8%	12.1%	11.4%	7.8%	12.7%
Plays on any Media	19.3%	24.0%	29.0%	28.9%	26.4%	25.4%	29.0%
Plays on TV/VCR	18.1%	22.5%	27.4%	26.7%	24.7%	23.9%	27.4%
Plays on Radio	2.8%	4.2%	5.8%	6.5%	6.1%	4.7%	5.8%
Dance on TV/VCR	19.6%	25.1%	31.5%	33.9%	31.6%	26.0%	31.5%
Artists/Museums on TV/VCR	32.2%	42.5%	49.9%	49.5%	46.2%	44.9%	55.4%

* 'listen to literature' is listening to a reading of poetry or novels/books either live or recorded; 'arts on any media' are the benchmark arts on TV/VCR, radio, or tape/CD's

TABLE C-1: Percentage of **Musical Personal Arts Participants** who Participate in Leisure Activities

	General Population	Any Amateur Activity	Perform Jazz Music**	Play Classical Music	Sing Opera** Musicals	Sing Operetta/	Sing Choir*	Compose Music
General Population		57.9%	1.8%	4.3%	1.2%	3.8%	6.7%	2.1%
Read the table down: Of those who perform jazz as an amateur activity (1.8% of the population), 84.1% exercised.								
Watch TV	96.4%	96.7%	96.5%	95.6%	91.4%	94.5%	96.0%	94.6%
1 or 2 hours per day	46.5%	49.9%	57.1%	59.2%	47.7%	53.9%	56.2%	50.0%
3 or 4 hours per day	33.3%	31.9%	26.9%	27.5%	24.6%	27.0%	26.8%	25.7%
5 or more hours per day	16.8%	14.9%	12.5%	8.9%	19.1%	13.6%	13.0%	18.9%
Exercise	59.7%	71.3%	84.1%	78.8%	74.8%	80.0%	71.1%	76.4%
Garden	54.7%	67.1%	62.9%	72.2%	82.0%	70.3%	68.9%	48.0%
Go to Amusement Parks	50.2%	57.6%	70.8%	63.0%	52.4%	61.5%	61.9%	65.2%
Do Home Improvements	47.6%	56.3%	56.8%	60.3%	69.6%	67.6%	56.3%	53.0%
Play Sports	38.8%	44.1%	61.1%	55.5%	56.4%	55.1%	47.0%	65.2%
Go to Prof Sports Event	36.8%	43.0%	54.5%	48.8%	51.3%	50.4%	47.2%	53.9%
Enjoy Outdoor Activity	34.1%	42.7%	51.5%	48.6%	53.8%	51.1%	44.7%	52.2%
Do Charity Work	32.6%	42.5%	52.5%	53.5%	57.4%	58.9%	65.4%	48.1%

TABLE C-2: Percentage of **Creative Writing, Acting, and Dancing Personal Arts Participants** who Participate in Leisure Activities

	General Population	Creative Writing	Act in a Play*	Dance Ballet**	Dance 'Other'
General Population		8.6%	1.6%	0.2%	8.1%
Read the table down: Of those who dance ballet as an amateur activity (0.2% of the population), 91.9% exercised.					
Watch TV	96.4%	95.1%	96.8%	82.2%	96.9%
1 or 2 hours per day	46.5%	53.7%	63.2%	**	53.7%
3 or 4 hours per day	33.3%	27.7%	25.4%	**	29.0%
5 or more hours per day	16.8%	13.8%	8.2%	**	14.2%
Exercise	59.7%	76.5%	81.7%	91.9%	79.7%
Garden	54.7%	64.7%	60.6%	82.2%	63.1%
Go to Amusement Parks	50.2%	62.4%	67.0%	84.2%	70.7%
Do Home Improvements	47.6%	54.7%	46.6%	67.4%	57.5%
Play Sports	38.8%	56.2%	57.6%	58.6%	57.2%
Go to Prof Sports Event	36.8%	51.2%	57.6%	50.4%	52.1%
Enjoy Outdoor Activity	34.1%	53.6%	56.3%	51.1%	50.9%
Do Charity Work	32.6%	51.2%	64.9%	67.1%	47.2%

* 'Sing Choir' and 'Act in a Play' are amateur-professional categories.

** Relatively few people in the sample answered 'yes' to dance ballet, perform jazz music and sing opera; use caution with these figures.

TABLE C-3: Percentage of **Visual Personal Arts Participants** who Participate in Leisure Activities

	General Population	Weaving/ Needlework/ Quilting/ Sewing	Pottery/ Ceramics/ Jewelry/ Metal	Photo-graphy/ Video/ Film	Painting/ Drawing/ Sculpting/ Printmaking	Own Original Act	Bought Original Art
General Population		24.8%	8.4%	11.7%	9.7%	22.0%	7.2%
Read the table down: Of those who perform jazz as an amateur activity (1.8% of the population), 84.1% exercised.							
Watch TV	96.4%	96.6%	94.5%	97.6%	97.5%	96.6%	95.3%
1 or 2 hours per day	46.5%	45.7%	50.8%	55.4%	51.6%	56.5%	54.5%
3 or 4 hours per day	33.3%	33.4%	30.4%	29.8%	28.8%	29.5%	31.9%
5 or more hours per day	16.5%	17.5%	13.3%	12.5%	17.1%	10.5%	8.8%
Exercise	59.7%	68.3%	75.5%	83.1%	80.4%	78.9%	83.2%
Garden	54.7%	76.1%	76.5%	68.0%	65.9%	73.1%	76.2%
Go to Amusement Parks	50.2%	54.5%	65.9%	68.1%	66.0%	56.7%	61.2%
Do Home Improvements	47.6%	52.5%	65.0%	67.8%	61.0%	67.1%	72.6%
Play Sports	38.8%	33.4%	50.2%	59.3%	52.7%	49.6%	57.9%
Go to Prof Sports Event	36.8%	34.9%	47.8%	54.1%	47.9%	50.1%	59.3%
Enjoy Outdoor Activity	34.1%	38.1%	54.3%	59.1%	53.6%	50.7%	57.3%
Do Charity Work	32.6%	44.2%	45.1%	48.1%	47.9%	50.6%	55.1%

TABLE C-4: Percentage of Personal Arts Participant Groups who Participate in Leisure Activities

	Any Amateur Activity	Any Amateur-Professional Activity	Any Performing Arts Amateur Activity	Any Visual Arts Amateur Activity	Any Performing Arts Am-Pro Activity	Any Visual Arts Am-Pro Activity	Any Benchmark Art Attendee
General Population	57.9%	15.2%	19.8%	49.1%	9.4%	6.3%	42.5%
Read the table down: Of those who create visual arts as an amateur activity (49.1% of the population), 72.7% exercised.							
Watch TV	96.7%	96.6%	96.6%	96.9%	96.7%	97.3%	96.9%
1 or 2 hours per day	49.9%	55.3%	54.7%	49.9%	56.3%	52.1%	56.4%
3 or 4 hours per day	31.9%	27.2%	28.0%	32.3%	26.1%	30.1%	30.0%
5 or more hours per day	14.9%	14.0%	13.9%	14.7%	14.3%	14.9%	10.5%
Exercise	71.3%	74.7%	77.0%	72.7%	74.3%	78.2%	76.4%
Garden	67.1%	67.4%	65.4%	70.4%	64.1%	72.7%	63.4%
Go to Amusement Parks	57.6%	62.2%	64.0%	57.3%	63.6%	61.9%	61.3%
Do Home Improvements	56.3%	58.5%	57.6%	58.3%	54.2%	63.7%	58.0%
Play Sports	44.1%	49.3%	50.9%	43.9%	49.3%	49.7%	51.9%
Go to Prof Sports Event	43.0%	48.9%	47.9%	43.6%	48.9%	51.3%	50.4%
Enjoy Outdoor Activity	42.7%	47.4%	46.1%	44.4%	46.6%	51.5%	46.5%
Do Charity Work	42.5%	57.5%	52.4%	43.3%	61.0%	57.5%	46.9%

TABLE D-1 Lessons/Classes in the Arts Taken by Personal Arts Participants: 1992

PAP Activity	Percentage of General Population	Taken Lesson Sometime	Took Lesson Last year	Took Lesson before 18	Took Lesson after 18
general population		57.4%	8.6%	46.7%	33.9%
	Read table across: of the 24.8% that was involved in weaving etc, 69.9% had an art lesson/class at sometime in their lives and 60.0% of these weavers/etc. had a lesson before they were 18 years old.				
weaving/quilting/sewing	24.8%	69.9%	11.8%	60.0%	43.5%
pottery/ceramics/jewelr	8.4%	76.5%	18.3%	64.5%	52.1%
photo/movie/video/etc	11.7%	82.7%	25.4%	72.0%	59.5%
painting/sculpture/etc	9.7%	89.0%	33.7%	76.5%	68.6%
creative writing	8.6%	87.3%	28.5%	75.0%	65.9%
compose music	2.1%	92.4%	42.9%	83.0%	73.2%
collected art last year	7.2%	86.8%	24.3%	69.9%	68.9%
perform jazz music	1.8%	94.9%	43.6%	85.8%	80.6%
play classical music	4.3%	95.7%	33.0%	89.7%	73.6%
sing opera music	1.2%	96.2%	34.5%	86.0%	82.7%
sing operetta/musicals	3.8%	95.1%	30.1%	83.1%	76.1%
sing in a choir, etc	6.7%	79.5%	24.7%	66.2%	55.3%
act in a play	1.6%	91.9%	49.7%	79.1%	72.1%
dance ballet	0.2%	*	*	*	*
dance other (modern/etc)	8.1%	82.7%	29.1%	66.0%	60.7%
all PAP amateurs	57.9%	73.5%	15.1%	60.8%	48.3%
all PAP amateur-professionals	15.2%	83.9%	27.6%	70.8%	61.1%
all visual PAP amateurs	49.1%	74.7%	15.3%	62.3%	50.2%
all performing PAP amateurs	19.8%	84.3%	25.9%	71.0%	61.7%
all visual PAP amateur-pros	6.3%	84.9%	30.8%	75.2%	63.5%
all performing PAP am-pros	9.4%	84.2%	30.0%	69.9%	60.7%
benchmark art attendees**	42.5%	79.7%	19.0%	65.1%	55.7%

* Because so few people answered 'yes' to 'dance ballet', the data are unreliable.
** benchmark art attendees are included for comparison.

BEST COPY AVAILABLE

TABLE D-2: Lessons/Classes in the Arts Taken by Amateur-Professional Personal Arts Participants**, 1992

	General Population	Taken Lesson Sometime	Took Lesson Last year	Took Lesson before 18	Took Lesson after 18
general population		57.4%	8.6%	46.7%	33.9%

Read table across: of the 2.4% that was involved in public display of weaving etc, 76.2% had an art lesson or class at sometime in their lives and 66.1% of these weavers/etc. had a lesson before they were 18 years old.

Amateur-professional PA					
weaving/quilting/sewing/etc	2.4%	76.2%	19.4%	66.1%	52.5%
pottery/ceramics/jewelry/etc	1.7%	84.1%	23.9%	77.2%	59.4%
photo/movie/video/etc	1.7%	94.7%	44.9%	82.8%	75.3%
painting/sculpture/etc	2.0%	89.0%	42.6%	78.8%	72.3%
creative writing	0.9%	98.3%	34.2%	81.4%	76.7%
compose music	0.7%	97.6%	41.1%	89.0%	84.0%
perform jazz music	0.7%	97.3%	46.5%	85.6%	83.1%
play classical music	1.0%	100.0%*	45.7%	98.7%	79.2%
sing opera music	0.3%	91.2%	40.0%	84.5%	91.2%
sing operetta/musicals	0.7%	93.1%	29.4%	82.6%	76.0%
dance other (modern/etc)	1.2%	95.1%	54.5%	70.9%	77.8%
all amateur-professionals	15.2%	83.9%	27.6%	70.8%	61.1%
all performing am-pros	9.4%	84.2%	30.0%	69.9%	60.7%
all visual arts am-pros	6.3%	84.9%	30.8%	75.2%	63.5%
all writers/composers am-pros	1.6%	97.9%	39.2%	84.5%	79.5%

* 100% is probably not correct; however, a very large number of classical musicians undoubtably did take lessons.

** The numbers of amateur professionals in most of these categories are very small, less than 2% of the adult population. This creates very small numbers in the crosstab cells which makes possible variation considerable. Use the figures with caution.

TABLE E-1: Music Preferences of Amateur Visual and Literary Arts Participants

Music Preferences "Do you like to listen to..."	General Population	Weaving/ Needlework/ Quilting/ Sewing	Pottery/ Ceramics/ Jewelry/ Metal	Photo-graphy/ Video/ Film	Painting/ Drawing/ Sculpture/ Printmaking	Own Original Art	Bought Original Art	Creative Writing	Any Amateur Activity	Any Am-Pro Activity
Classical/Chamber	33.3%	43.3%	44.6%	47.2%	51.5%	58.9%	57.7%	58.6%	44.0%	51.9%
Opera	12.1%	17.0%	14.0%	19.7%	19.3%	25.4%	27.0%	22.9%	16.8%	20.9%
Show tunes/Operetta	27.5%	38.4%	39.1%	37.6%	39.9%	50.0%	51.0%	46.5%	37.3%	45.4%
Jazz	33.9%	32.3%	40.8%	48.1%	47.3%	51.9%	54.9%	54.2%	40.0%	46.0%
Regae	19.1%	17.3%	31.0%	34.4%	34.0%	30.6%	36.3%	33.8%	23.7%	27.9%
Rap	11.6%	10.1%	14.5%	16.4%	21.4%	11.2%	14.5%	20.5%	12.7%	15.6%
Soul	24.1%	23.8%	34.4%	39.6%	39.5%	35.0%	40.6%	43.5%	28.7%	34.9%
Blues/R&B	40.3%	41.1%	49.5%	56.1%	53.7%	61.4%	62.7%	65.0%	48.9%	53.5%
Latin/Salsa 27.3%	19.7%	*	21.0%	28.6%	27.7%	26.4%	29.7%	31.3%	32.6%	24.0%
Big Band	34.8%	43.4%	40.7%	44.9%	44.2%	55.2%	52.5%	47.2%	43.8%	50.0%
Parade/March	18.3%	24.8%	22.0%	21.2%	23.0%	27.9%	24.5%	25.6%	22.6%	26.5%
Country-Western	51.8%	58.7%	56.5%	54.4%	53.7%	54.8%	52.7%	57.3%	55.4%	53.8%
Bluegrass	29.4%	32.9%	40.4%	37.7%	35.2%	44.0%	42.6%	41.8%	35.4%	38.7%
Rock	43.5%	43.1%	56.0%	58.4%	58.8%	55.0%	60.0%	64.6%	50.3%	50.3%
Ethnic/National	21.6%	26.5%	28.0%	30.7%	28.7%	33.6%	38.2%	35.0%	26.7%	33.2%
Folk (contemporary)	22.7%	29.9%	31.3%	34.8%	34.3%	38.2%	39.1%	38.9%	29.8%	36.2%
Mood/Easy listening	48.9%	60.2%	59.3%	61.3%	63.2%	65.1%	61.5%	64.4%	58.9%	60.4%
New Age	15.3%	16.4%	24.5%	30.2%	30.5%	26.6%	30.4%	30.3%	20.2%	26.0%
Choral/Glee Club	14.2%	21.6%	17.0%	16.4%	18.9%	24.7%	21.6%	25.8%	19.1%	29.1%
Hymns/Gospel	38.4%	50.2%	41.1%	40.6%	41.2%	46.8%	46.0%	49.6%	44.9%	60.2%

TABLE E-2: Music Preferences of Amateur Performing/Composing Arts Participants

Music Preferences "Do you like to listen to..."	Act* in a Play	Dance Ballet Music	Dance 'Other'	Sing* Choir	Perform Jazz Music	Play Classical	Sing Opera	Sing Operetta/ Musicals	Compose Music	Attendees at any Benchmark**
Classical/Chamber	51.7%	57.0%	43.0%	51.0%	65.0%	80.5%	86.0%	69.8%	59.5%	54.2%
Opera	14.6%	23.9%	17.6%	19.2%	29.3%	34.5%	70.9%	38.9%	21.1%	19.8%
Show tunes/Operetta	44.1%	56.7%	39.6%	46.7%	65.3%	62.2%	85.4%	78.6%	49.3%	44.9%
Jazz	50.3%	50.2%	46.4%	42.9%	84.3%	54.6%	55.8%	56.0%	65.7%	50.9%
Regae	36.8%	68.2%	30.2%	22.5%	52.1%	29.5%	19.7%	26.5%	45.4%	29.0%
Rap	19.3%	24.9%	20.1%	13.8%	26.8%	12.7%	12.8%	14.7%	20.1%	14.1%
Soul	45.4%	58.3%	37.7%	31.6%	51.2%	35.0%	43.6%	46.6%	50.0%	33.2%
Blues/R&B	53.2%	58.3%	58.4%	51.5%	76.3%	60.6%	73.9%	71.9%	71.4%	56.0%
Latin/Salsa	31.6%	40.4%	33.3%	24.8%	53.2%	35.1%	48.8%	40.3%	40.4%	26.9%
Big Band	45.7%	24.8%	45.9%	51.7%	60.6%	57.3%	77.1%	70.0%	53.5%	48.1%
Parade/March	30.0%	10.0%	25.6%	30.0%	32.4%	31.7%	43.7%	43.0%	20.0%	24.0%
Country-Western	48.7%	41.1%	63.7%	50.0%	49.4%	44.8%	53.6%	53.1%	51.8%	50.6%
Bluegrass	38.6%	42.4%	41.6%	40.3%	48.3%	36.9%	62.4%	51.3%	43.1%	34.6%
Rock	55.9%	83.9%	57.2%	42.4%	67.0%	53.3%	59.3%	57.0%	68.4%	53.8%
Ethnic/National	33.7%	43.3%	32.3%	34.4%	54.7%	36.7%	59.7%	43.8%	41.0%	30.3%
Folk (contemporary)	40.9%	25.0%	35.0%	37.0%	45.2%	37.6%	63.3%	51.7%	42.9%	33.7%
Mood/Easy listening	66.2%	31.2%	64.6%	63.8%	59.0%	67.4%	79.7%	76.5%	63.9%	62.5%
New Age	33.3%	23.0%	23.6%	19.7%	35.9%	24.2%	29.4%	26.8%	36.5%	24.2%
Choral/Glee Club	30.1%	41.2%	22.3%	39.1%	35.8%	37.7%	60.1%	48.3%	29.2%	21.9%
Hymns/Gospel	66.6%	38.2%	48.4%	77.0%	51.3%	56.0%	68.9%	63.6%	52.0%	42.7%

* 'Act in a play' and 'Sing choir' are amateur-professional categories.
** Benchmark Arts includes opera, classical music, ballet, play, jazz, musical, and art museum.

TABLE F-1: First Choice in Music of Amateur Visual and Literary Arts Participants, 1992

Music Preferences "Which do you like to listen to BEST?.."	General Population	Weaving/ Needlework/ Quilting/ Sewing	Pottery/ Ceramics/ Jewelry/ Metal	Photo-graphy/ Video/ Film	Painting/ Drawing/ Sculpture/ Printmakin	Own Original Art	Bought Original Art	Creative Writing	Any Amateur Activity	Any Am-Pro Activity
Classical/Chamber	6.0%	7.6%	6.5%	7.2%	7.6%	11.6%	11.4%	8.3%	7.4%	8.4%
Opera	0.6%	0.8%	0.6%	1.2%	0.4%	1.4%	1.0%	0.3%	0.9%	0.8%
Show tunes/Operetta	1.5%	1.9%	1.2%	1.3%	1.0%	2.1%	1.2%	1.6%	1.8%	1.5%
Jazz	5.2%	2.7%	6.3%	7.3%	4.8%	6.5%	6.6%	7.3%	5.0%	5.1%
Regae	0.9%	0.7%	0.6%	1.8%	0.9%	1.5%	1.2%	0.7%	1.0%	0.8%
Rap	1.3%	0.8%	1.3%	0.8%	2.6%	0.7%	1.0%	1.8%	1.1%	1.4%
Soul	1.7%	1.7%	2.1%	3.2%	3.0%	1.3%	2.7%	2.6%	1.4%	1.6%
Blues/R&B	2.5%	2.2%	3.1%	2.1%	4.3%	3.0%	3.9%	4.2%	2.6%	3.0%
Latin/Salsa	2.6%	2.1%	0.4%	1.4%	0.4%	0.3%	0.4%	0.6%	1.6%	0.7%
Big Band	4.0%	4.0%	3.7%	2.9%	3.2%	5.3%	2.8%	2.8%	4.4%	3.4%
Parade/March	0.3%	0.3%	0.1%	0.3%	0.1%	0.4%	0.4%	0.2%	0.3%	0.4%
Country-Western	21.4%	22.3%	19.5%	16.0%	14.9%	14.5%	10.5%	13.0%	19.3%	16.1%
Bluegrass	0.6%	0.7%	1.1%	0.3%	1.2%	0.6%	0.5%	0.4%	0.6%	0.8%
Rock	14.2%	10.6%	18.7%	19.0%	18.7%	13.8%	17.7%	17.7%	14.5%	11.2%
Ethnic/National	2.7%	2.7%	1.9%	2.0%	1.5%	1.5%	1.8%	1.8%	2.2%	2.8%
Folk (contemporary)	0.9%	1.1%	0.8%	1.9%	1.8%	1.6%	2.5%	1.0%	1.2%	1.2%
Mood/Easy listening	9.1%	10.8%	8.7%	7.8%	10.3%	9.4%	8.8%	7.5%	9.5%	7.2%
New Age	1.5%	1.8%	2.9%	3.2%	3.8%	3.0%	4.4%	3.4%	1.9%	2.4%
Choral/Glee Club	0.2%	0.0%							0.2%	0.9%
Hymns/Gospel	9.4%	12.2%	7.2%	7.2%	7.5%	6.8%	7.0%	7.7%	9.7%	17.8%
No type best	13.3%	13.0%	13.2%	13.3%	12.2%	14.7%	14.0%	17.0%	13.4%	12.7%

Blanks are where no one responded that the music type was what they liked best. However, in reality, they are not true zeroes. The '0.0%' for Choral/Glee Club and Weaving/etc. was a single response that rounded to zero.

TABLE F-2: First Choice in Music of Amateur Performing/Composing Arts Participants

Music Preferences "Which do you like to listen to BEST?"	Act in a Play	Dance 'Other'	Sing Choir	Perform Jazz Music	Play Classical Music	Sing Opera	Sing Musicals/ Operetta	Compose Music	Attendees at any Benchmark*
Classical/Chamber	4.9%	6.7%	7.4%	6.1%	18.3%	22.5%	13.1%	11.4%	9.3%
Opera	1.0%	0.5%	0.5%		1.9%	9.5%	2.0%	0.7%	0.9%
Show tunes/Operetta	1.4%	1.2%	1.3%	0.8%	2.0%	7.8%	4.4%		2.1%
Jazz	4.1%	5.2%	3.0%	24.1%	6.7%	2.8%	5.0%	13.5%	8.2%
Reggae	3.8%	1.4%	0.4%					0.9%	1.0%
Rap	3.0%	1.4%	0.9%	0.8%			0.3%	2.6%	0.9%
Soul	1.6%	3.0%	0.7%	1.4%	0.4%	3.2%	1.8%	4.4%	1.9%
Blues/R&B	4.0%	3.2%	2.9%	6.1%	1.4%	2.4%	1.8%	3.7%	3.2%
Latin/Salsa	1.4%	2.6%	0.5%	1.6%			1.7%	1.1%	1.2%
Big Band	2.7%	5.5%	2.3%	5.7%	4.1%	7.9%	6.5%	0.9%	4.7%
Parade/March		0.4%	0.4%			1.2%	0.7%		0.4%
Country-Western	15.9%	23.8%	11.4%	5.7%	7.7%	1.4%	10.0%	10.7%	12.8%
Bluegrass	1.3%	0.6%	0.8%		0.5%		1.4%		0.8%
Rock	9.8%	13.3%	8.1%	12.3%	16.5%	13.9%	10.0%	17.0%	15.6%
Ethnic/National	2.4%	3.4%	3.4%	2.8%	1.8%		0.5%	0.8%	1.8%
Folk (contemporary)**	2.6%	0.3%	1.6%		0.7%		0.8%		1.5%
Mood/Easy listening	3.6%	6.6%	6.0%	8.2%	9.7%	4.8%	10.2%	3.2%	10.1%
New Age	1.8%	1.5%	1.5%	1.5%	1.5%		2.1%	1.7%	2.7%
Choral/Glee Club	1.9%		1.9%	1.6%	0.9%		0.7%		0.2%
Hymns/Gospel	20.5%	5.2%	32.0%	6.7%	10.4%	7.7%	8.5%	14.1%	6.8%
No type best	12.1%	14.0%	13.1%	14.7%	15.5%	15.0%	18.3%	13.2%	13.9%

* Benchmark Arts includes opera, classical music, ballet, play, jazz, musical, and art museum. It is included for comparison.

The blanks are where no one responded that that was what they liked best. However, in reality they are not true zeroes.

TABLE G-1: Percentage of Amateur Visual and Literary Arts Participants who do Multiple PA Activities

	General Population	Weaving/ Needlewrk/ Quilting/ Sewing	Pottery/ Ceramics/ Jewelry/ Metal	Photo- graphy/ Video/ Film	Painting/ Drawing/ Sculpture/ Prints	Own Original Art	Bought Original Art	Creative Writing	Any Amateur Activity	Any Am-Pro Activity
General Population		24.8%	8.4%	11.7%	9.7%	22.2%	7.2%	8.6%	15.7%	57.9%
	Read the table down: of those who bought original art (7.2% of the general population), 17.1% do an acting/dancing activity. Most (15.8%) do only one acting/dancing activity.									
Type of PAP Activity										
Acting or dancing (3 possible; 2 = most)	9.4%	12.1%	12.9%	20.1%	19.4%	15.4%	17.1%	22.7%	16.5%	28.1%
1 activity	8.9%	11.4%	11.8%	17.9%	17.9%	14.5%	15.8%	20.2%	15.6%	25.0%
2 activities	0.5%	0.7%	1.2%	2.1%	1.4%	0.9%	1.3%	2.5%	0.9%	3.1%
Playing/performing music (5 possible)	13.0%	20.6%	22.1%	22.3%	27.4%	25.3%	29.1%	32.8%	22.9%	59.3%
1 activity	9.7%	14.2%	16.6%	15.2%	18.4%	17.5%	20.5%	20.5%	17.1%	42.2%
2 activities	2.3%	4.2%	3.2%	4.6%	6.1%	5.3%	6.7%	8.0%	4.0%	10.5%
3-5 activities	1.0%	2.2%	2.4%	2.5%	2.9%	2.6%	2.0%	4.3%	1.8%	6.3%
Creating visual art /writing (5 possible)	43.4%	100.0%	100.0%	100.0%	100.0%	65.1%	73.0%	100.0%	76.7%	87.4%
1 activity	29.2%	62.8%	29.7%	47.0%	24.2%	37.0%	40.1%	38.9%	51.6%	37.7%
2 activities	9.9%	24.8%	38.3%	29.4%	41.1%	18.0%	21.2%	34.5%	17.4%	24.6%
3-5 activities	4.4%	12.4%	31.9%	23.6%	34.8%	10.1%	11.7%	26.6%	7.7%	15.1%
Any performing art or composing music (9 possible; 7 = most)	20.0%	28.1%	28.9%	35.6%	38.2%	35.5%	40.0%	46.8%	35.2%	72.9%
1 activity	13.7%	17.4%	17.9%	21.1%	20.3%	21.9%	23.5%	24.9%	24.1%	40.7%
2 activities	4.0%	6.8%	6.4%	8.3%	9.9%	8.5%	10.8%	11.7%	7.1%	19.7%
3 activities	1.2%	2.0%	1.8%	2.4%	3.8%	2.6%	2.5%	4.5%	2.1%	6.1%
4-7 activities	1.0%	2.0%	2.6%	3.7%	4.2%	2.5%	3.3%	5.7%	1.8%	6.5%
Any PAP activity** (15 possible; 12 = most)	56.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
1 activity	27.3%	39.4%	18.7%	24.8%	11.1%	26.0%	21.0%	19.5%	48.1%	20.4%
2 activities	14.4%	27.7%	27.0%	26.1%	24.4%	30.4%	28.3%	20.0%	25.3%	24.4%
3-4 activities	11.6%	24.3%	39.6%	33.4%	43.7%	32.3%	35.6%	39.4%	20.5%	37.5%
5-12 activities	3.5%	8.6%	14.7%	15.7%	20.8%	11.3%	15.0%	21.2%	6.1%	17.8%

** Where 100.0% appears, by definition, all participate in that activity; e.g., all painters are part of the visual/literary activites and the overaall PAP activity grouping.

TABLE G-2: Percentage of Amateur Performing/Composing Arts Participants who do mulitple PA Activities

	Act in a Play	Dance 'Other'	Sing Choir	Perform Jazz Music	Play Classical Music	Sing Opera	Sing Musicals/ Operetta	Compose Music	Attendees at any Benchmark*
General Population	1.6%	8.1%	6.7%	1.8%	4.3%	1.2%	3.8%	2.1%	42.5%
	Read the table down: of those who sing choir (6.7% of the general population), 26.2% do an acting/dancing activity. Most (23.9%) do only one acting/dancing activity.								
Type of PAP Activity									
Acting or dancing (3 possible; 2 = most)	100.0%	100.0%	26.2%	35.8%	22.1%	23.6%	27.6%	33.3%	15.0%
1 activity	76.0%	94.0%	23.9%	29.5%	20.2%	22.4%	25.0%	29.5%	14.0%
2 activities	24.0%	6.0%	2.4%	6.3%	1.9%	1.3%	2.6%	3.8%	1.0%
Playing/performing music (5 possible)	52.2%	29.3%	100.0%	100.0%	100.0%	100.0%	100.0%	67.5%	21.0%
1 activity	33.7%	18.4%	69.2%	43.5%	56.1%	8.9%	45.4%	36.8%	14.6%
2 activities	9.7%	7.2%	18.4%	29.5%	24.1%	44.8%	32.2%	17.7%	4.3%
3-5 activities	8.8%	3.7%	12.3%	26.9%	19.8%	46.3%	22.5%	13.0%	2.1%
Creating visual art or writing (5 possible)	71.2%	59.3%	65.5%	64.9%	29.4%	82.3%	74.4%	73.8%	56.9%
1 activity	34.0%	29.1%	36.1%	22.6%	35.3%	33.1%	34.4%	29.6%	34.4%
2 activities	21.4%	17.2%	21.1%	20.4%	20.6%	29.7%	21.2%	28.1%	14.9%
3-5 activities	15.9%	13.0%	8.4%	21.9%	14.7%	19.6%	18.8%	16.1%	7.6%
Any performing art or composing music (9 possible; 7 = most)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	31.2%
1 activity	31.6%	66.1%	50.7%	18.8%	45.1%	9.0%	35.3%	23.3%	19.6%
2 activities	36.9%	20.3%	27.4%	25.1%	24.2%	33.6%	32.3%	35.3%	7.3%
3 activities	15.3%	6.8%	9.9%	25.7%	13.4%	21.4%	13.6%	17.0%	2.3%
4-7 activities	16.2%	6.8%	12.0%	30.4%	17.3%	36.0%	18.8%	24.3%	2.0%
Any PAP activity (15 possible, 12 = most)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	75.3%
1 activity	5.2%	26.6%	19.7%	10.0%	7.8%	0.0%	4.8%	4.2%	27.6%
2 activities	19.5%	22.1%	21.8%	7.3%	19.4%	5.3%	17.0%	15.4%	20.6%
3-4 activities	42.7%	33.1%	34.9%	31.1%	40.4%	39.9%	39.7%	35.2%	20.3%
5-12 activities	32.5%	18.1%	23.6%	51.5%	32.4%	54.9%	38.4%	45.2%	6.9%

'Dance ballet' is not included because the category has so few respondents; the data produced are unreliable.

* Benchmark Art Attendees are included for comparison.

** Where 100.0% appears, by definition, all participate in that activity; e.g., all jazz performers are part of the music activites, the performing activities, and the overaall PAP activity grouping.

APPENDIX E: METHODOLOGY AND MEASURING SAMPLING ERROR

The following is excerpted (with minor changes to make it more applicable) from Appendices F and G of:

Arts Participation in America 1982-1992. Prepared by Jack Faucett Associates, compiled by John P. Robinson Research Division Report #27, National Endowment for the Arts, October 1993

Survey Methodology

Respondents in the survey were part of a larger continuously rotating panel of respondents who were interviewed every six months over a three year period. These individuals lived in households selected by the U.S. Census Bureau to be randomly representative of the total U.S. adult population 18 years of age and older. Census Bureau population counts were used to draw the sample in such a way that all individuals living in households in the United States had a known and equal chance of selection. The sample frame was the same as that used in the 1982 survey.

All individuals aged 18 and over in these households were eligible to be included in the survey. Less than 20% of all eligible individuals in these selected households could not be interviewed. The final data were weighted slightly to ensure that the final sample was completely representative of the 1992 U.S. population in terms of age, race and gender.

About three-quarters of these interviews were conducted by telephone, the remainder face-to-face in the respondent's home. Respondents who were not at home at the time of the interviewer's visit were interviewed by telephone. No effective differences have been generally found between these in-home interviews and telephone interviews. The interview took about eight minutes for the first six months of 1992 (i.e. January through June) and about twice that long in the second six months.

Each month's interview began with the survey's "core" questions, which referred to general arts participation during the previous 12 months. A second set of items about mass media usage then completed the interview. During the second six months, sets of questions were added about personal arts participation, leisure activities, lessons/classes in the arts, and items about arts attitudes. (All the data about personal arts participants, the subject of this monograph, come from the second six months.)

The completed questionnaires were returned to the Census Bureau in Suitland, MD, where they were edited for final keying onto a computer tape. These coded survey answers were then merged with the coded data on each respondent's background (e.g., age, education, race) obtained in the panel part of the Census survey. These background data were then weighted to reflect U.S. population characteristics and projected to the total U.S. adult population.

Measuring Sampling Error

Sample: Since survey estimates are based on a sample, they may differ somewhat from the figures that would have been obtained if a complete census had been taken using the same schedules, instructions, and enumerators. As in any survey work, the results are also subject to errors of response and of reporting, as well as being subject to sampling variability.

The estimates of standard error produced from the sample data are primarily a measure of sampling variability

(that is, of the variations that occur by chance because a sample rather than the whole of the population is surveyed). The estimates of standard error also partially measure the effect of response and enumeration errors, but they do not measure, as such, any systematic biases in the data.

Each estimate made from the survey process has its own variance and resulting standard error. It is, however, impractical to compute an estimate of the variance for every sample estimate. Therefore, variances are estimated for a small subset of the sample estimates. These variances are then generalized to be applicable to all estimates from each of the various aggregate estimates (e.g., percentage of those who collect original art works, percentage watching musical theater performances on television, percentage taking music lessons).

The total error of an estimate involves a component, in addition to the variability due to sampling, which is called non-sampling error. This component is called the bias of the estimate. The bias is the difference between the average of all possible samples (this average is conceptual since only one sample is used) and the attempted value to be estimated.

This is a result of:

a. The types of estimates being produced (e.g., ratio estimate). These are known to be biased but are preferable to certain other unbiased estimates because of the amount of reduction they bring to the variance of the estimates.

b. Systematic errors in response. These can result from recall problems, interviewer effect, questionnaire wording, etc.

c. Processing errors. These can result from duplication or omission of units in the sampling frame, methods of adjusting for non-responses, coding, classification, and editing errors, etc.

The amount of bias cannot be directly observed and estimated. It is known to exist, though, and during the survey process, efforts are made through design and control operations to limit its effect.

Variance and Sample Errors for the SPPA: With respect to the sampling errors for the SPPA portion of the sample, the table on the next page shows first the theoretical sampling error for this size sample and then the actual observed variation for a variety of SPPA questions. As shown in this table 10.6% of the SPPA '92 respondents said they attended a live jazz performance at least once during 1992. Using the theoretical mathematical formula to compute sampling errors, one standard error for this sample size (12,736) is

$$\text{attend jazz} \qquad \sqrt{\frac{0.106 * .899}{12{,}736}} \qquad = \quad .0027 \quad \text{or} \quad 0.27\%$$

The population bounds for these questions for 95% confidence is obtained by roughly doubling this interval of 0.27% for opera or about 0.54%. This means that the 95% confidence level falls 0.54% above and below the average estimate.

For jazz performing (a personal arts activity), the calculation would be:

$$\sqrt{\frac{0.018 * .982}{12{,}736}} \qquad = \quad .0011 \quad \text{or} \quad 0.11\%$$

91

(95% confidence level = 0.22%)

But that is the theoretical proportion for a completely random sample, and SPPA respondents were chosen by clustered random sample. As noted above, that means that clusters or segments of households (about 4) in a neighborhood were chosen. Since people in neighborhoods may tend to share certain characteristics (such as going to jazz or classical music performances), that raises the possibility that the effective after-sample size is lower because of this clustering due to the homogeneity of people who live in the same area.

Further clustering was introduced in the SPPA by interviewing more than one member in a household, since persons who live together also share and determine each other's activities to a greater extent than do people who share space in the same neighborhood. Methods for measuring the effect of this clustering (described as the design factor) are: (1) to treat the total sample as a series of random samples of half size of the total sample; and (2) to observe how much larger the sampling variance for this half-sample is than the theoretical figure described here. In other words, the total sample of 12,736 would be randomly divided into half-samples of about 6360 respondents each, and the variations in estimates for these half-samples would be compared to the variation expected theoretically.

This was done (more discussion exists in Robinson's Appendix G), and the observed standard error is given in the table below.... The design factor for the questions shown in the table have ratios that vary around 2.00; the overall average design factor is 2.18, which is more than double the estimates from simple random sampling. This design factor needs to be applied to the estimated errors from simple random sampling

Sampling Error Calculations: 1992 SPPA Data

Arts Participation Activities: (n=12,736)	Rate:	Theoretical Sampling Error (n=12,736)	Observed SE (n=6,368)	Design Factor[1]	(t^2)
Attending Benchmark Arts:					
Jazz	.106	.0027	.0053	1.96	(1.4)
Classical	.125	.0029	.0073	2.52	(1.6)
Opera	.033	.0016	.0032	2.00	(0.6)
Musicals	.174	.0033	.0090	2.73	(2.2)
Plays	.135	.0030	.0073	2.43	(1.7)
Ballet	.047	.0019	.0043	2.26	(0.9)
Art Museums	.267	.0039	.0112	2.77	(2.4)
Other Arts Activities:					
Read Books	.609	.0043	.0090	2.09	(na)
Read Literature	.542	.0044	.0091	2.07	(2.4)
Go to Historic Sites	.407	.0043	.0111	2.58	(4.1)
Go to Arts/Crafts Fairs	.345	.0042	.0104	2.48	(4.4)
Watch Jazz on TV	.209	.0036	.0057	1.58	(1.9)
Other Activities		(n=5940)	(n=2970)		
Go to Movies	.582	.0065	.0108	1.66	(2.8)
Attend Sports Events	.357	.0062	.0083	1.34	(2.9)
Like Classical Music	.342	.0063	.0125	1.99	(2.4)
			Average	2.18	

[1] Design Factor = (Design Effect) * 1/2

[2] Difference necessary for the 1982-1992 t-value to be statistically significant at the .05 level equals

$$1.96 * \sqrt{(OSE82 * 2) + (OSE92 * 2)}$$

where OSE is the observed standard error.